



Sports and Leisure Facilities Strategy:

Assessment Report – Profile of Sports and Physical Activity Participation.

Appendix 1

June 2015

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Introduction

- 1.1 This Appendix is the evidence base assessment report for the Rother District Indoor Sports Facilities Strategy. It contains the profile for participation and non-participation/inactivity in Rother District.
- 1.2 It is developed because it is essential context in needing to understand who participates, their motivations and barriers to participation, where participants live and how participating differs by age, gender and geography. It is also essential to understand non participation as this represents the latent demand for these sports facility types.
- 1.3 Finally it is an explicit recognition and objective of the Rother District Council's Corporate Plan that the provision of sports and recreational facilities is a way of encouraging and developing a healthy lifestyle amongst residents. So it is also important to understand the current health profile of residents in Rother and the scale of the challenge in creating a healthy lifestyle amongst residents.
- 1.4 Understanding these findings helps to shape the type of sports facility provision required to increase participation by residents and create a more active and healthy lifestyle.
- 1.5 This evidence base assessment report sets out these findings in detail. The main findings are incorporated into the strategy document. The sequence of reporting is to:
 - Describe the sources that provides the hard evidence data for participation
 - Set out the profile of sports participation by the total population, age and gender for Rother District and how that has changed over time. The findings for two ONS comparator authorities for Rother District of East Devon and West Dorset are also included
 - Set out the findings on non-participation in total as trend changes and by gender
 - Set out the profile of participation in Rother, in terms of the different types of sports and physical activity participants - the market segments profile of participation – the reasons for participation, motivations, barriers and the spatial distribution of the different types of participants
 - Set out the costs and savings which could be made from specific illness by increased participation and the health costs of inactivity in Rother District.

Profile of Sports & Physical Activity Participation in Rother District

Sources of Data and Evidence on Sports Participation

Sport England Active People Survey

- 2.1 Sport England's Active People Survey provides the most comprehensive assessment of levels of sports participation across the country at a local authority, county, sports partnership, regional and national level. It measures a range of performance indicators including participation levels, volunteering and satisfaction with local sports provision. It also measures participation, in particular sports and activities and allows for an analysis of participation according to gender, disability, ethnicity and other demographic indicators.
- 2.2 For Rother District the findings for presenting adult participation in sport and physical activity are based on using the benchmark measure of once a week participation. In the past few years the benchmark measure adopted for measuring adult sports and physical activity participation has changed to once a week participation of 1 x 30 minutes of moderate intensity activity. This is applied by Sport England in sports policy and its assessment of funding awards. Any sport included in the '1 x 30' sport indicator has to be undertaken for at least 30 minutes and at least moderate intensity.
- 2.3 The '1x30' sport indicator does not include recreational walking or recreational cycling (as the former NI8 indicator did). It does include more organised and intense/strenuous walking activities: Backpacking, Hill trekking, Cliff Walking, Gorge Walking, Hill Walking, Rambling, Power Walking and sport 'walking'. The '1x30' sport indicator also includes light intensity activities for those aged 65 and over: (in recognition that for people of this age, they can be considered moderate intensity) yoga, pilates, indoor and outdoor bowls and croquet).

Sport England Market Segmentation

- 2.4 As part of the Active People survey findings Sport England analysed the data on the English population to produce 19 market segments with distinct sporting behaviours and attitudes. This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. In addition, the segments provide information on media consumption and communication channels, social capital, health indicators including obesity and engagement in the wider cultural sphere.
- 2.5 The power of these sporting segments lies not only in their ability to help us better understand the characteristics of our potential market but also to explore the market base at differing geographic levels. It is possible to analyse the market in a particular local authority. Each segment has been assigned a name which reflects the most popular first names for the group.
- 2.6 Market segmentation allows us to develop a more sophisticated, tailored approach to delivering services. In tailoring the service we provide to the customer's individual needs, rather than adopting a 'one size fits all' approach. It is one of the best tools we have to improve public services and outcomes.
- 2.7 The market segmentation data on participation is based on at least once a month participation and does therefore differ from the Active People benchmark measure of once WEEK participation.

2.8 The market segmentation data for Rother for each sports facility type has been applied to develop:

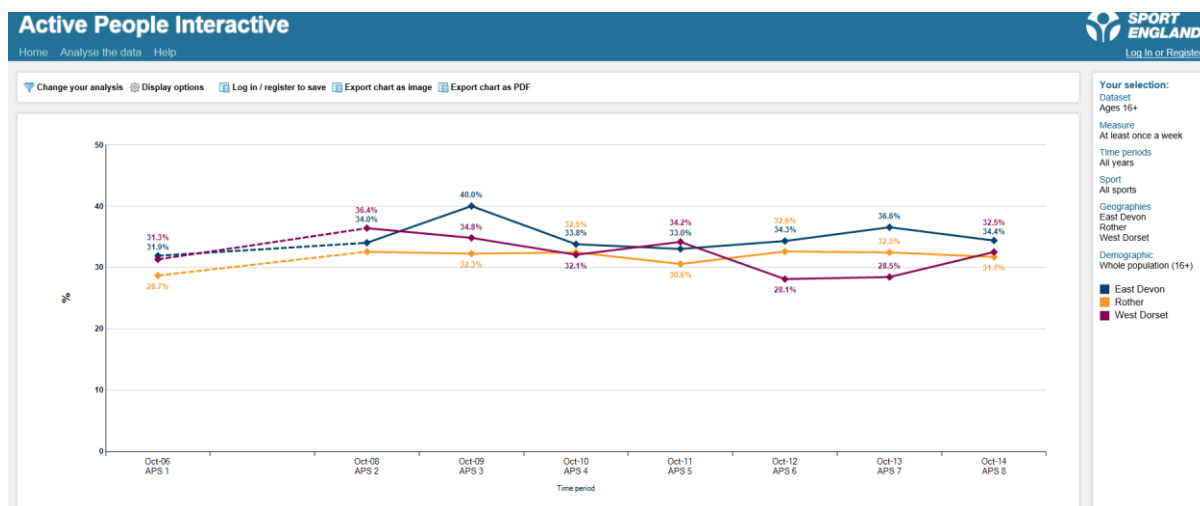
- a spatial profile of participation – which market segments are most dominant spatially;
- a quantitative assessment of the number of participants for each facility type across each segment;
- a quantitative profile of participation across the segments by age and gender;
- a quantitative assessment of who DOES play each sport and also those who WOULD LIKE TO PLAY, The latter providing an assessment of the latent demand for each sports facility; and
- a descriptive profile of each segment which describes their motivations, barriers to participation as well as the sports they participate in most.

Rother District Profile of Sports Participation and Non-Participation

2.9 To provide a comparative context for the Rother District findings the results for two of the District's ONS comparator authorities have also been included, these being East Devon and West Dorset. ONS comparator authorities have the same demographic, economic and social features as each other. They provide an alternative comparative assessment than comparing findings to the local geographical neighbours.

2.10 The first assessment is for the rate of adult participation over the period of the APS surveys from APS 1 in October 2006 – October 2007, to APS 8 October 2013 – October 2014.

Chart 2.1: Rate of adult participation in sport and physical activity based on once a week measure for Rother District, West Dorset and East Devon 2006 – 2014



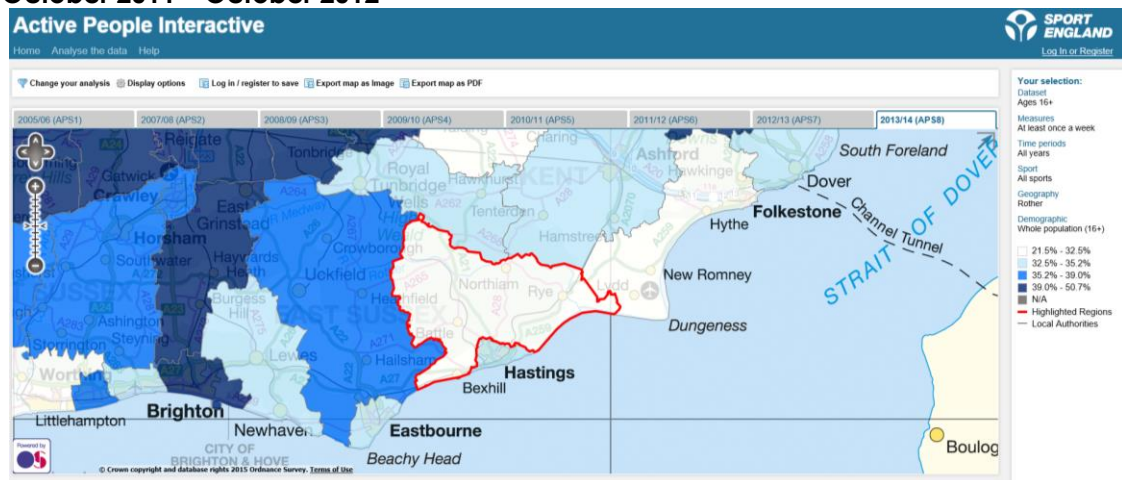
2.11 The chart shows the Rother rate of at least once a week adult participation (yellow line) has increased by 3% from 28.7% in 2006 to 31.7% in 2014. The rate of increase has been steady and progressive over the 8 year period

2.12 In 2006 Rother's rate of adult participation was 3% below that of the comparator authorities. With West Dorset (maroon line) at 31.3% of all adults and East Devon (blue line) at 31.9% of all adults. Their rates of participation have fluctuated more than

Rother's and by 2014 Rother's rate is only 1% less than West Dorset but still 3% below East Devon.

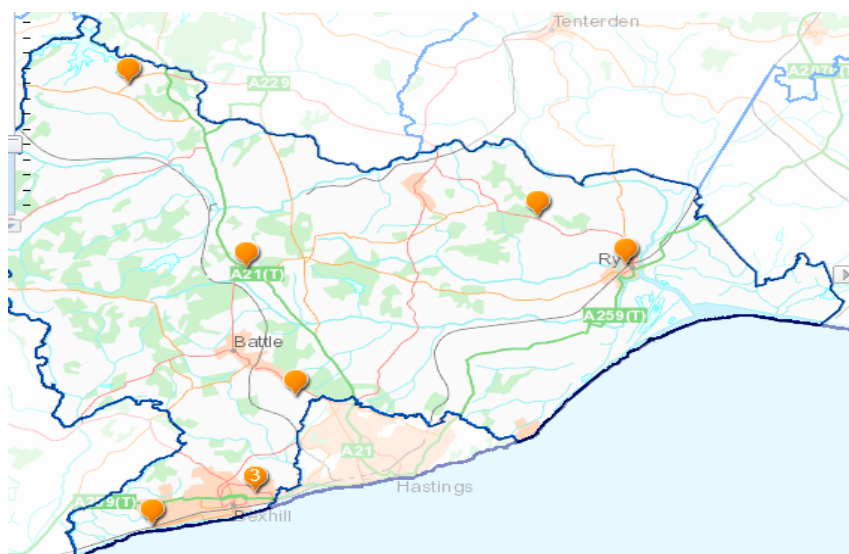
- 2.13 The rates for once a week participation for the SE region and for England are 36.7% and 34.2% respectively in 2006 and 37.2% and 35.8% in 2014. So Rother is below the regional and national rate of adult once a week participation by 7% in 2006 and 5% in 2014.
- 2.14 The same information on rate of once a week participation can be set out spatially and for individual output areas. These findings for Rother District based on the findings from APS 6 between October 2011 – October 2012 shows that spatially the rate of participation does not vary and it is between 21.5% - 32.5% of the adult population.

Map 2.1: Rother District. Once a week adult participation in middle output areas October 2011 – October 2012



- 2.15 This suggests that the location of facilities and physical access to them based on their catchment area is not a barrier to participation because if it were then there could be areas of the District with a lower rate of participation created by lack of physical accessibility to facilities. The map below shows the spot location of the swimming pools in the district and does confirm a reasonable geographic distribution of swimming pools.

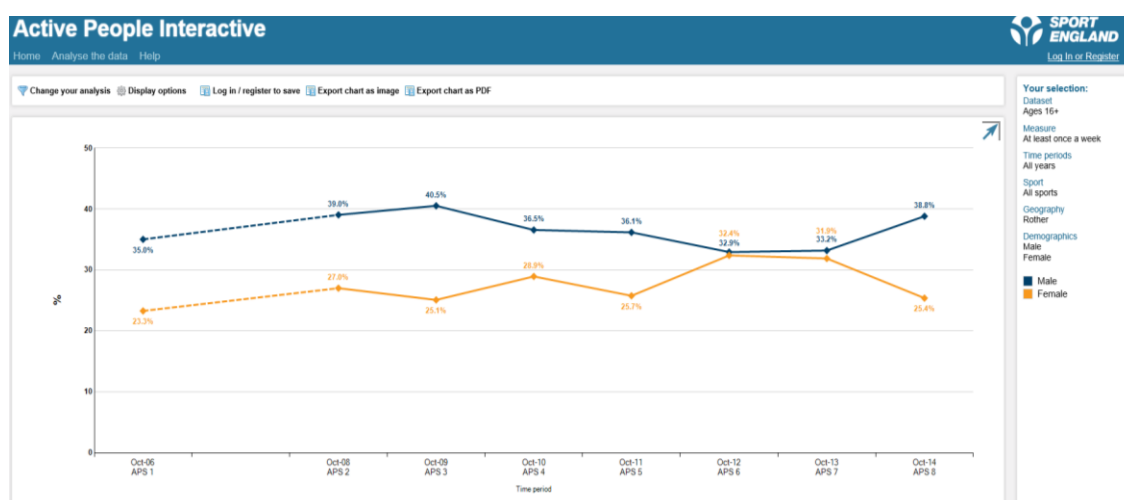
Map 2.2: Location of Swimming Pools in Rother District



Rother District Sports and Physical Activity Participation by Gender.

- 2.16 It is important to set out and consider the rate of sports participation by the different categories of participation as this will influence the leisure facilities strategy. Topics to consider are: is the rate changing and if so by how much; how do these changes influence the demand for swimming and indoor hall sports; does the programming of facilities need to change to reflect differences in participation by for example age and gender?
- 2.17 The first topic is participation by gender and how this has changed over the period of the Active People surveys. This is set out below for both male and female participation over the 2006 – 2014 period. (Note the comparator authorities are not included in this chart simply because it would be too cluttered).

Chart 2.2: Rate of adult male and female participation in Rother District 2006 – 2014



- 2.18 Female participation (yellow line) has been consistently lower than male participation over the 2006 – 2014 period. Between October 2013 – 14 it was however almost matching male participation at between 32.4% of females and 32.9% of males participating at least once a week.
- 2.19 There is a marked difference in the APS 8 survey October 2013 – 14, when 38.8% of males and a much lower 25.4% of females participated at least once a week.
- 2.20 These trends and changes have significance for the indoor facilities strategy. The main indoor facilities/activities that females participate in are swimming, keep fit/dance/exercise classes and gym. Whereas for men it is more about indoor hall sports and gym. Swimming is more evenly balanced between the genders but programming of pools is not based on gender and so there is not the choice to programme activities to encourage more participation by one gender or another. Whereas hall sports have a higher participation rate by males than females.
- 2.21 Male adult participation has increased by 3.8% over the 2006 – 2014 period, from 35% participating at least once a week in October 2006 to 38.8% in October 2014 but virtually all of this increase has been in the 2013 – 14 period.

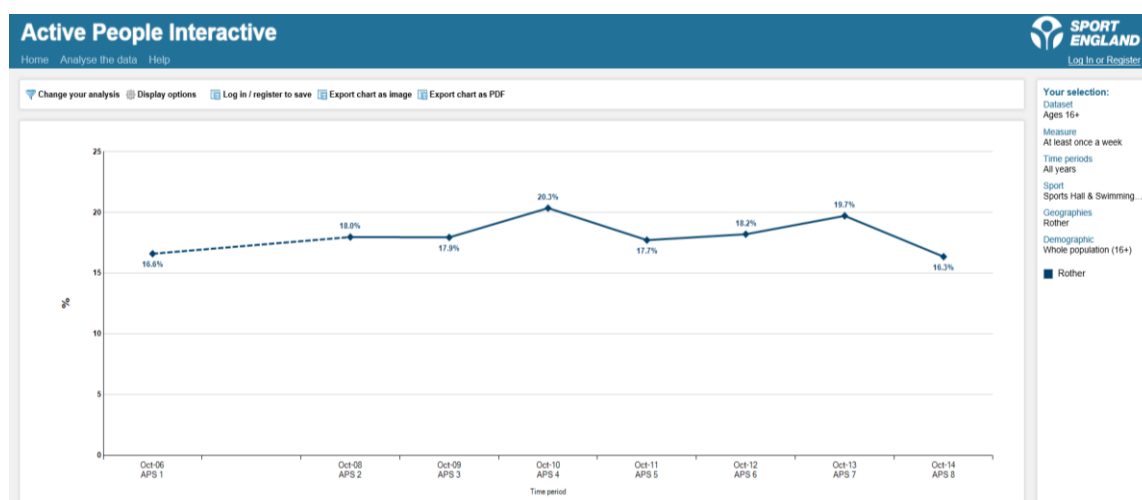
Rother District Sports and Physical Activity Participation by Sport

- 2.22 It is important to review the findings based on the benchmark once a week measure of adult participation for the sports facility types in the Rother District Strategy. Is the rate

of participation changing in the sports/facility types over time because if it is then this will impact on the levels of demand for the facilities?

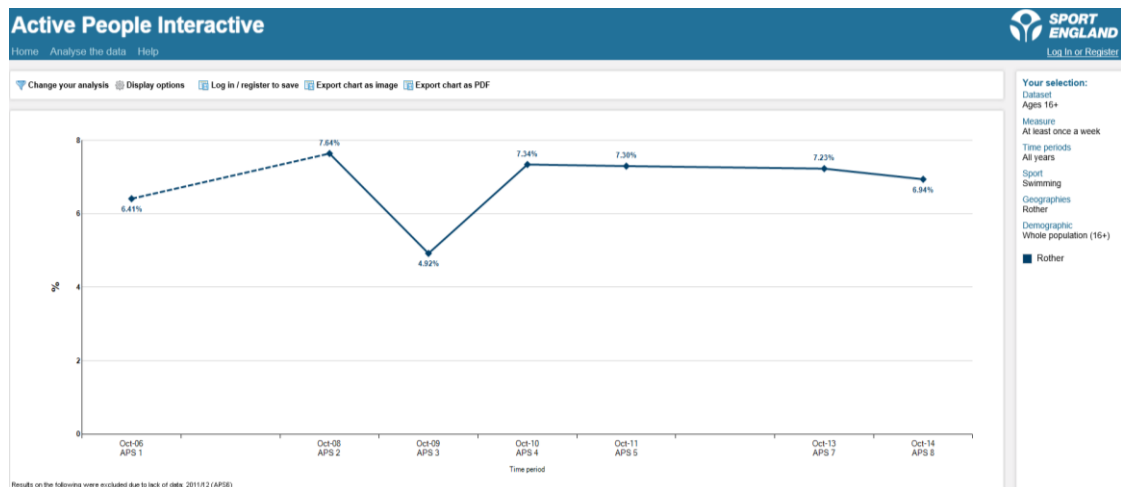
- 2.23 The data for the once a week adult participation rate by facility types is not that extensive in the Active People survey, when assessed at individual local authority level. The reason is the sample size of the AP survey coupled with the low participation rate for particular sports, for example badminton or volleyball, means that in any one Active People survey there are only 2-3 respondents who play a particular hall sport. Making assessments about participation rates from such a small sample is completely unreliable.
- 2.24 For these reasons Sport England does not categorise the AP findings by all individual facility types or sports. Sports halls are not included as a category on their own but are included in a category with swimming pools.
- 2.25 The findings for this facility category are set out below in Chart 2.3 for the APS survey years. It shows participation has fluctuated little over the eight years. Starting at 16.6% of adults using swimming pools or sports halls at least once a week in 2006. Then peaking at 20.35 in 2010 and then the 2006 rate by 2014 at 16.3% of Rother adults using either swimming pools or sports halls at least once a week.

Chart 2.3: Rate of once a week sports participation for sports halls and swimming pool. Active People surveys for Rother District 2006 – 2014



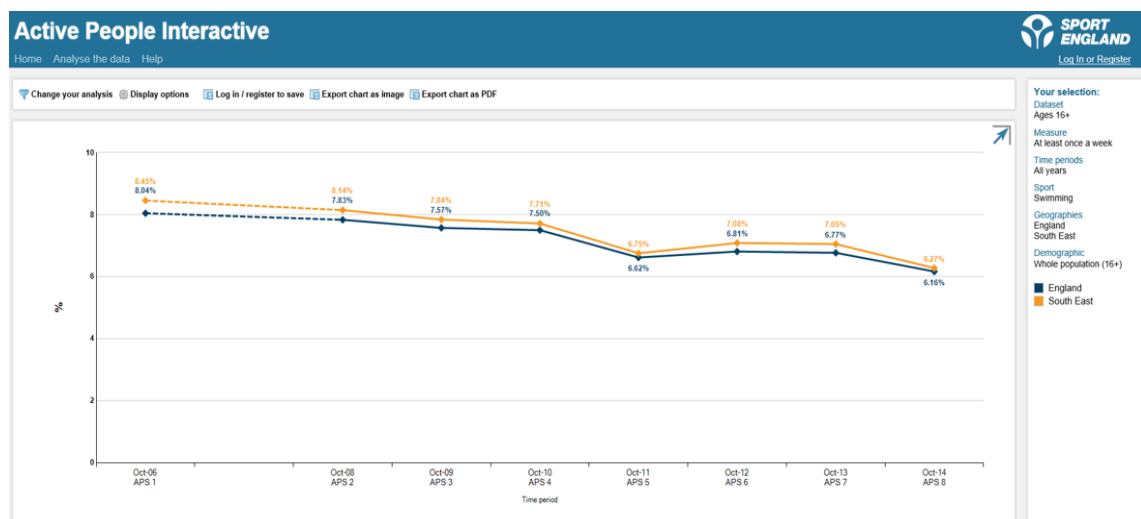
- 2.26 However, because swimming is one of the highest participant activities with participation across all age ranges and for both genders, it is assessed in AP as a stand-alone facility type.
- 2.27 The rate of once a week adult swimming participation in Rother was 6.4% in 2006 and this has increased to 6.9% in 2014. Over the eight year period swimming participation has retained this level of participation, except in 2009 when there was a one year dip to 4.9%. This is set out in Chart 2.4 overleaf.

Chart 2.4: Rate of once a week sports participation for swimming. Active People surveys for Rother District 2006 – 2014



- 2.28 Rother, whilst maintaining and slightly increasing the rate of swimming participation, is bucking the national and SE Region trend of declining swimming participation. Chart 2.5 below shows that for England wide and for SE region the rate of once a week swimming participation has declined over the same 2006 – 2014 period. It being 8.45% of adults across England (blue line) swimming at least once a week in 2006 and 8% (yellow line) in SE region.
- 2.29 Over the eight year period swimming participation has declined, so that in England in 2014 it is 6.2% and for SE region it is 6.1% of adults who swim at least once a week.

Chart 2.5: Rate of once a week participation for swimming for England and SE Region 2006 – 2014

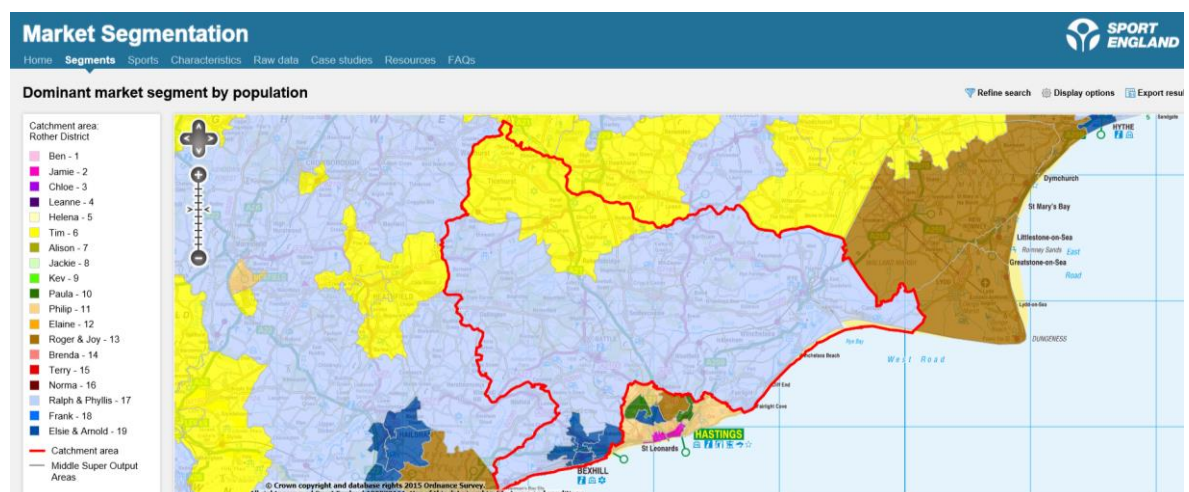


Sport England Market Segmentation - What is the profile of adult sports participation in Rother?

- 2.30 The final part of the profile of sports and physical activity participation for Rother District analyses the findings from the Active People market segmentation and provides a more detailed picture of the types of participants and how the participation profile differs spatially.

- 2.31 As part of the Active People survey findings Sport England analysed the data on the English population to produce 19 market segments with distinct sporting behaviours and attitudes.
- 2.32 This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. In addition, the segments provide information on media consumption and communication channels, social capital, health indicators including obesity and engagement in the wider cultural sphere.
- 2.33 The power of these sporting segments lies not only in their ability to help us better understand the characteristics of our potential market but also to explore the market base at differing geographic levels. Each segment has been assigned a name which reflects the most popular first names for the group.
- 2.34 Market segmentation allows us to develop a more sophisticated, tailored approach to delivering services. In tailoring the service we provide to the customer's individual needs, rather than adopting a 'one size fits all' approach. It is one of the best tools we have to improve public services and outcomes.
- 2.35 The market segmentation map, profile and data for Rother District are analysed. (Note: the data is for 2012). The content and sequence is:
- a map illustrating the single dominate market segment SPATIALLY in each middle output area. This does not mean there are no other market segments in each output area, just that the map only shows the MOST DOMINATE SEGMENT;
 - a market segmentation chart illustrating the total population for each market segment. This is more informative than the map because it provides the picture on the population for each market segment in Rother and which can be compared to the participation in hall sports and swimming; and
 - a table which describes all 19 market segments as well as information on the proportion of the authority's population for each segment. Plus details of the activities that are most likely to appeal to each segment and information on barriers to increasing participation and motivation factors affecting them.
- 2.36 Each map, chart and table is followed by an assessment of what it means.

Map 2.3: Dominant market segments in Rother by location 2012



- 2.37 There are three dominate market segments across the middle super output areas of Rother. This is within the usual range of dominate segments for an authority. These are Ralph and Phyllis (shaded blue/grey) which is the most dominate segment spatially. Then it is Tim (shaded yellow) to the northern edge of the district and finally Elsie and Arnold (shaded dark blue) in and around Bexhill.
- 2.38 The population distribution across all 19 market segments is set out in Chart 2.6 below and is consistent with the spatial distribution.

Chart 2.6: Market Segments by population totals in Rother 2012



- 2.39 It shows that the top nine segments in terms of population numbers are:
- Ralph and Phyllis with the highest population numbers at 9,230 population which is 12.3% of the adult population in Rother in 2012;
 - Elsie and Arnold with a population of 7,176 and which represents 10% of the adult population of Rother;
 - Roger and Joy (shaded dark brown and which is not a dominate segment spatially) has a population of 6,956 people which represents 9.7% of the Rother adult population;
 - Philip (shaded light brown again not a dominate segment spatially) and with a 6,566 population which is 9.2% of the Rother adult population;
 - Tim with a population of 6,168 and which is 8.8% of the Rother population;
 - Elaine (shaded tan and not a dominate segment spatially) with a population of 5,899 and 8.2% of the Rother adult population;
 - Frank (shaded mid blue) and with a population of 3,710 people and 5.2% of the Rother adult population; and
 - Chloe (shaded purple) and Helena (shaded cream) with a population of 3,600 and 3,542 each and which represents 5% of the Rother adult population.
- 2.40 These findings are summarised in Table 2.1 overleaf.

Table 2.1: Population numbers and percentages for top nine markets segments in Rother District 2012

Name of Market Segment	Age range of segment	Total population in Rother	% of total adult (16+) population in Rother
Ralph & Phyllis	66+	9,230	12.3%
Elsie and Arnold	66+	7,176	10.0%
Roger and Joy	56 - 65	6,956	9.7%
Philip	46 - 55	6,566	9.2%
Tim	26 - 45	6,168	8.8%
Elaine	46 - 55	5,889	8.2%
Frank	66+	3,710	5.2%
Chloe	18-25	3,610	5.0%
Helena	18-25	3,542	5.0%

2.41 In summary the findings from the map and charts are:

- the top three segments in terms of population (and two spatially) are male/female segments, with two aged 66+ and the other aged 56 – 65;
- these top three segments make up 32% of the adult population in Rother in 2012;
- there are 3 male and 3 female segments in the next top six segments in terms of population numbers. The male segments are aged 46 – 55 (Philip), 26 – 45 (Tim) and 66+ (Frank). these male segments make up 23.2% of the Rother adult population;
- the 3 female segments are aged between 46 – 55 (Elaine) and 18 – 25 (Chloe and Helena) and these make up 18.2% of the total adult population in Rother in 2012;
- there is even distribution of three segments each which are joint male/female segments, male and then female segments in the top nine segments. In population numbers across all nine segments these make up 73.4% of the Rother district adult population in 2012;
- in terms of age bands, only two of the top nine segments are below the age of 25. In the five segments which are in the 16 – 25 age range there is a higher than the national average rate of sports and physical activity participation. Also sports/physical activity participation is an important lifestyle choice for the segments in this younger age band;
- six of the nine segments in population numbers in Rother are above 46 years of age. Their reasons for participating are for recreational, social activity and with a strong personal health motivation; and
- for six of the top nine segments swimming is an important activity – it has appeal across all age bands and genders. The reasons for swimming participation are for health benefit and as a recreational social and as a family based activity.

2.42 The activities, key barriers and motivating factors for each of the top nine market segments for Rother are in order of population numbers summarised below.

- **Segment 17 – Comfortable Retired Couples Ralph and Phyllis (66+).** Ralph and Phyllis have below average levels of sports and physical activity participation. 71% of this segment has done no activity in the past 4 weeks compared with the average of 60% of all adults. 8% have participated at least once a week, whilst 9% have done 3 activities or sessions in the past week. They are likely to be doing the same or less sport and physical activity than 12 months ago, with health the main issue for those doing less.

The top sports that Ralph & Phyllis participate in are 10% of this group take part in keep fit or gym, 9% swim, 7% play golf and 4% play bowls. The main barrier to more activity is given as 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health problems. 40% of this segment has a long standing illness, disability or infirmity. 'Other' barriers (including no opportunity and economic factors) are also a factor but to a much lesser extent than health.

- **Segment 19 – Retired Elsie and Arnold (60+)** Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range. They are likely to be doing less sport than 12 months ago, mainly due to health or injury. The top sports/activities that Elsie & Arnold participate in are walking, swimming, dancing, bowls and low impact exercise. 7% of this segment take part in swimming, and 3% do bowls. Motivations to do more are improved transport and more people to do activity with. Barriers are age and health.
- **Segment 13 – Early retirement couples Roger and Joy (56 – 65)** Roger & Joy are slightly less active than the average adult population. Roger & Joy have below average levels of sports participation. 66% of this segment has done no sport in the past four weeks, compared with 60% of all adults. 38% have participated in sport at least once a week, which is consistent with other segments of the same age.

The top sports that Roger & Joy participate in are keep fit/gym and swimming which are the most popular sports with 13% of the segment doing these, followed by cycling with 8% of this segment doing cycling, golf with 6% of the segment playing golf and angling with 2% of this segment doing angling. Their participation levels are below average for all these sports, with the exception of golf and angling. Motivations to participate more are improving health and activity with family. Barriers to increased participation are transport/access and health.

- **Segment 11 – Comfortable Mid-Life Males Philip (46-55).** Philip is another relatively active segment and is the most active segment within this age group. He is likely to enjoy team sports such as football and cricket as well as indoor activities including badminton and gym-based activities. Like Tim, Philip is likely to be a member of a club and to take part in competitive sport. Motivations for this segment include meeting friends, taking children, keeping fit and enjoyment. Barriers include being too busy, particularly due to work commitment.
- **Segment 6 – Settling down Males: Tim (26-45)** Tim accounts for 12.2% of Warwick's adult population, compared to 8.8% nationally. He is the dominant segment spatially for over 90% of the District. Tim is a relatively active segment who enjoys sport and is likely to take part on a regular basis. He is likely to be a member of a

sports club and to take part in competitive sport. This segment is motivated by opportunities to improve his performance, keep fit and meet friends. Those that have children are also motivated by opportunities to take their children to participate in sport. A major barrier for this segment is work commitments indicating that facilities with longer opening hours may help to encourage this segment to participate.

- **Segment 12 – Empty nest career ladies Elaine (45 – 54)** Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators. 23% of Elaine's are likely to be a member of a health club and may also attend classes – 22% of this segment has received instruction in the past 12 months. The top sports that Elaine participates in are Keep fit/gym and swimming which are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%). Motivations to participate more are keeping fit and losing weight. Barriers to increased participation are lack of time and interest.
- **Segment 18 – twilight year man Frank (66+).** Frank is generally much less active than the average adult population, but his activity levels are more consistent with other segments in this age range. He is likely to be doing the same or less sport than 12 months ago, with health the main issue for those doing less.

Some of Franks have done no sport in the past four weeks, compared with the average of 60% of all adults. 21% have participated in sport at least once a week, which is higher than other segments of that age (the average of segments 17 to 19 is 12%). A small proportion have undertaken three sessions of sport a week 9%, compared with 11% of the over 66 age group, or 15% of all adults.

The top sports that Frank participates in are 7% of this group takes part in golf, 6% in keep fit/gym and 6% in bowls and swimming. Main motivations for Frank are enjoyment, keeping fit and socializing. Socialising is as important for Frank as all adults, which may reflect the club environment of his favourite sports. The main barriers to increased participation are 'health, injury or disability'. This appears consistent with the age of the segment and propensity to have health problems. Some 47% of this segment have a long standing illness, disability or infirmity.

- 2.43 To provide the rounded picture and profile of ALL 19 market segments, their population numbers, details of the sports/activities most likely to appeal to each segment as well as information on barriers and motivating factors affecting them are set out in Table 2.2 overleaf. The top nine largest segments in Rother in terms of population numbers are shown in blue.

Table 2.2: Profile of all 19 market segments Rother District 2012

Segment	Total and (% of adult population in Rother	Forename & brief description	Gender / age / status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	MS Participation Activity
01	3,172 4.4%	Ben Competitive Male Urbanites	Male 18-25 Single Graduate professional	Rugby, Squash, Windsurfing, Tennis, Cricket, Climbing, Gym, Football	Improving performance Training for competition Social Enjoyment Keep fit	Time Interest	Better facilities People to go with Improved transport	Most active in population Approx. 20% zero days
02	1,634 2.2%	Jamie Sports Team Drinkers	Male 18-25 Single Vocational Student	Basketball, Football, Weight Training, Badminton, Boxing, Martial Arts	Social Performance Competition	Time	Better facilities People to go with Longer opening hours	Second highest participation of all types Approx. 30% zero days
03	3,600 5%	Chloe Fitness Class Friends	Female 18-25 Single Graduate Professional	Body combat, Netball, Pilates, Running, Aqua Aerobics, , Gym, Swimming	Weight Fitness	Time	Cost Opening Hours Facilities People to go with	Active type 30-35% zero days

Segment	Total and (% of adult population in Rother	Forename & brief description	Gender / age / status	Sports Most Interested in	Motivations	Barriers	How to Increase Participati on	MS Participation Activity
04	1,334 1.9%	Leanne Supportive Singles	Female 18-25 Single Likely to have children Student / part time vocational education	Swimming, Gym, Aerobics, Ice Skating, Dance Exercise, Body Pump, Utility Walking	Losing weight Activities for children	Health isn't good enough Time	Help with child care Longer opening hours Cost	Least active of A but does participate 40-45% zero days
05	3,542 5%	Helena Career Focused Females	Female 26-35 Single Full time professional	Gym, Road Running, Dance Exercise, Swimming, Body Pump, Yoga	Losing weight Keeping fit Improving performance	Time People to go with	Longer opening hours People to go with	Very active type 30-35% zero days
06	6,261 8.8%	Tim Settling Down Males	Male 26-45 Single / married May have children Professional	Cricket, Cycling, Squash, Swimming Golf,	Improve performance Keep fit Social	Time	More free time Help with childcare	Very active type 25-30% zero days
07	3,321 4.6%	Alison Stay at Home Mums	Female 36-45 Married Housewife Children	Swimming, Badminton, Aerobics, Pilates, Tennis, Cycling, Horse Riding, Exercise Bike	Taking children Losing weight Keeping fit	Time	Help with childcare Better facilities	Fairly active type 30-35% zero days
08	2,307 3.2%	Jackie Middle England Mums	Female 36-45 Married Part time skilled worker, housewife Children	Swimming, Dance Exercise, Body Pump, Ice Skating (with children), Walking, Aqua Aerobics	Taking children Losing weight	Time Cost Lack of interest	Help with childcare Cheaper admissions	Average 45-50% zero days

Segment	Total and (% of adult population in Rother	Forename & brief description	Gender / age / status	Sports Most Interested in	Motivations	Barriers	How to Increase Participati on	MS Participation Activity
09	1,553 2.1%	Kev Pub League Team Mates	Male 36-45 Single / married May have children Vocational	Football, Darts, Karate, Snooker, Weights, Boxing, Fishing, Pool, Ten Pin Bowling, Cricket	Competition Social Enjoyment (ltd) Perform	Time Slight cost factor	More free time Cost Facilities	Less active within group B Approx. 50% zero days
10	1,371 1.9%	Paula Stretched Single Mums	Female 26-35 Single Job seeker or part time low skilled	Swimming, Utility walking, Aerobics, Ice Skating	Lose weight Take children	Cost Lack of childcare Poor transport Lack of interest	Improved transport Cheaper admission Help with childcare Better facilities	Least active type within Group B Approx. 60% zero days
11	6,556 9.2%	Philip Comfortable Mid-Life Males	Male 46-55 Married Professional Older children	Sailing,, Badminton, Cycling, Gym, Jogging, Golf,	Social Taking children Improving performance Enjoyment	Time Lack of childcare	More free time Help with childcare	Most active within Group C Approx. 40% zero days
12	5,889 9.2%	Elaine Empty Nest Career Ladies	Female 46-55 Married Professional Children left home	Swimming, Walking, Aqua Aerobics, Step Machine, Yoga, Gym	Keeping fit Losing weight Help with injury	Time Lack of interest	Longer opening hours More people to go with	Reasonably active type 40-45% zero days
13	6,956 9.7%	Roger and Joy Early Retirement Couples	Male / female 56-65 Retired or part-time	Swimming, Walking, Bowls, Fishing,	Keeping fit To help with injury Enjoyment Taking grandchildre n	Poor health Lack of interest Transport	Better facilities Improved transport	Participate once or twice a week 50-55% zero days

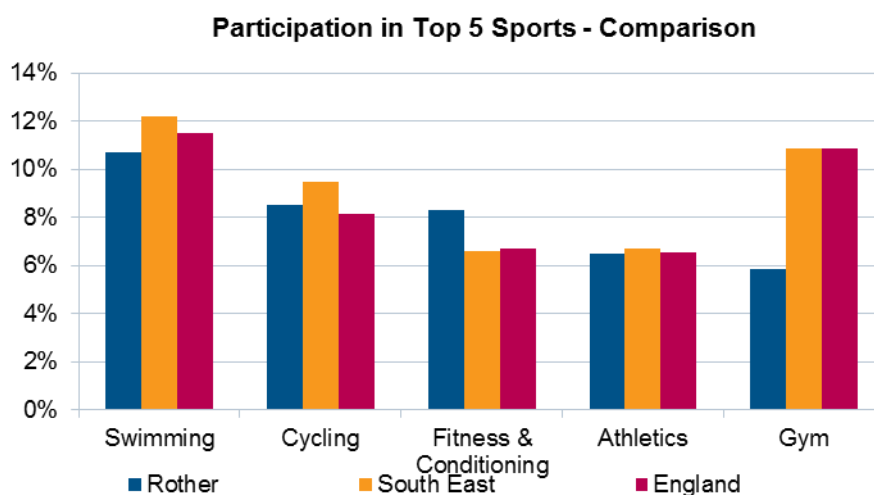
Segment	Total and (% of adult population in Rother	Forename & brief description	Gender / age / status	Sports Most Interested in	Motivations	Barriers	How to Increase Participati on	MS Participation Activity
14	1,596 2.2%	Brenda Older Working Women	Female 46-55 Single / married May have children Low skilled worker	Swimming, Utility Walking, Dance Exercise, Aerobics, Step Machine, Keep fit	Weight Bring grandchildre n Help with injury	Lack of interest Time	More free time Longer hours Cheaper admissions Help with childcare (for grandchild ren)	Sometimes participates 60-65% zero days
15	1,451 2%	Terry Local 'Old Boys'	Male age 56-65 Single / married Low skilled worker Job seeker	Fishing, Shooting, Pool, Utility walking, Darts, Snooker, Utility cycling	Help with injury Social	Poor health Lack of people to go with Cost	Subsidized admissions People to go with	Some low intensity participation 65-70% zero days
16	823 1.2%	Norma Later Life Ladies	Female 56-65 Single / married Low skilled worker Retired	Walking, Keep fit, Swimming, Aqua Aerobics	Help with injury or disability	Poor health Cost	Cheaper admissions People to go with	Lowest participation of Group C 75-80% zero days
17	9,230 129%	Ralph and Phyllis Comfortable Retired Couples	Male / female 65+ Married Retired	Bowls, Golf, Swimming, Snooker, Walking,	Social Improve performance and keep fit Enjoyment	Transport Lack of people to go with	Improved transport More people to go with	Highest participation of Group D Approx. 70% zero days
18	3,710 5.2%	Frank Twilight Year Gents	Male 66+ Married / single Retired	Bowls, Golf, Darts, Pool, Snooker, Walking,	Social Enjoyment	Poor health	Improved transport Cheaper admission	Medium participation for group D 75-80% zero days

Segment	Total and (% of adult population in Rother	Forename & brief description	Gender / age / status	Sports Most Interested in	Motivations	Barriers	How to Increase Participati on	MS Participation Activity
19	7,176 10%	Elsie and Arnold Retirement Home Singles	Male / female 66+ Widowed Retired	Walking, Dancing, Bowls, Low-impact exercise	Social Help with injury	Health problems and disability	Improved transport People to go with	Lowest participation of Group D Approx. 85% zero days

Most Popular Sports for Participation in Rother District

- 2.44 The most popular sports played as measured by the once a week participation rate for Rother District, East Region and England wide are set out in Table 2.3 below. (Note: these are the geographies which Sport England provides for this measure. Also the measure is once a month participation not once a week).

Table 2.3: Participation levels for the most popular sports played in Rother District, South East Region and England wide 2012 – 13



(Source: Active People Survey 7, 2012/13 Measure: Participation rate of the top 5 sports and the number of adults (16+) that participate at least once per month)

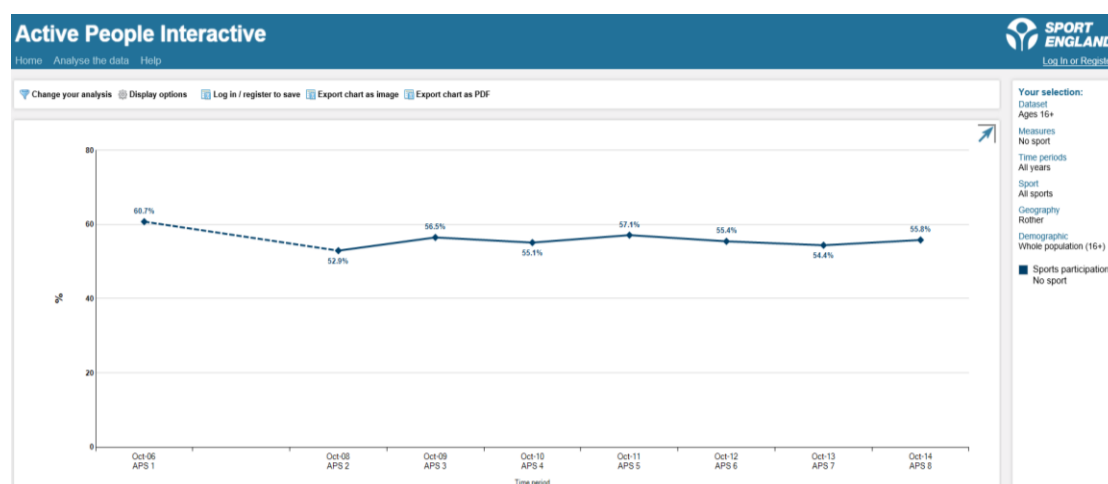
- 2.45 The key finding is that swimming is the most popular activity in Rother, with over 10.7% of Rother's adult population swimming at least once a month. (Note: the rate of swimming is higher in SE region and for England wide by this once a month measure but the Active People once a week measure shows a higher rate of swimming participation in Rother and which is being maintained, whilst it is declining in the other areas).
- 2.46 Fitness and conditioning is the third most popular activity in Rother at over 8% doing this at least once a month. The rate in Rother is 2% higher than for SE Region and England wide. This suggests fitness and exercise classes are an important feature in the programming of sports halls.

Rate of NON Participation and Inactivity in Sport and Physical Activity Participation in Rother District

- 2.47 As well as evaluating the rates of participation by age, gender and sports it is even more important to evaluate the overall levels of NON participation. In effect a role of swimming pools and sports halls is to provide the modern and attractive venues which are a means to an end in increasing activity. In effect the non-participation is the scale of the challenge to create a healthy and active lifestyle of residents rather than just being about increasing participation.
- 2.48 A wider objective of Rother District Council is to encourage a healthy and active lifestyle as part of everyday life amongst residents and the provision of indoor sport facilities is a means to achieving that end.

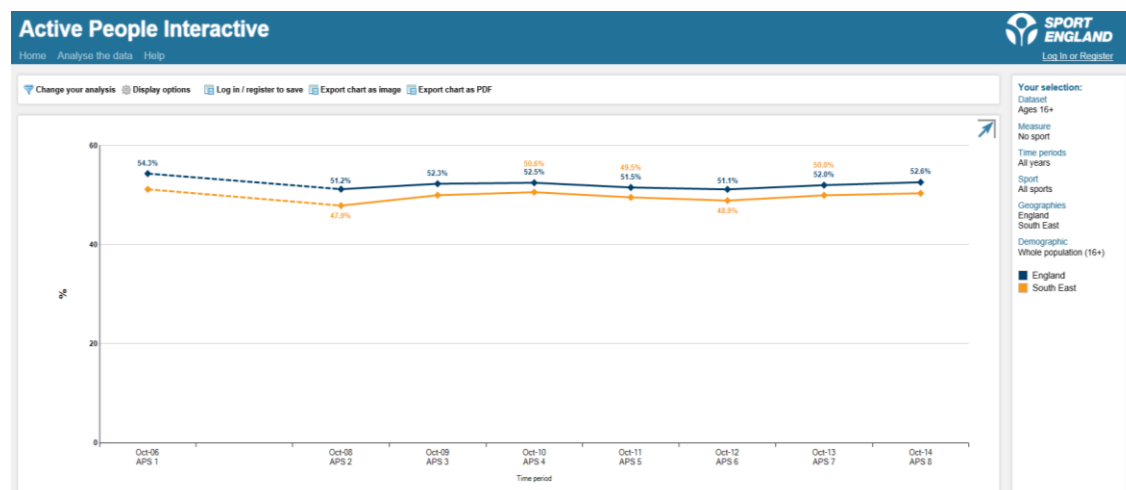
- 2.49 So having set out the profile of participation the next topic is what is the size of the challenge to get people involved who do NOT participate in any form of physical activity and how has the size of this challenge changed over the years?
- 2.50 Set out below in Chart 2.7 is the percentage of the Rother District population over the Active People surveys 1 – 8 who do NOT take part in any form of sport or physical activity. The rate of total NON participation has decreased by 5% over 2006 – 2014. It being 60.7% of the Rother adult population who did no activity in 2006 and 55.8% in 2014.

Chart 2.7: Rate of adult NON participation in sport and physical activity for Rother District 2006 – 2014



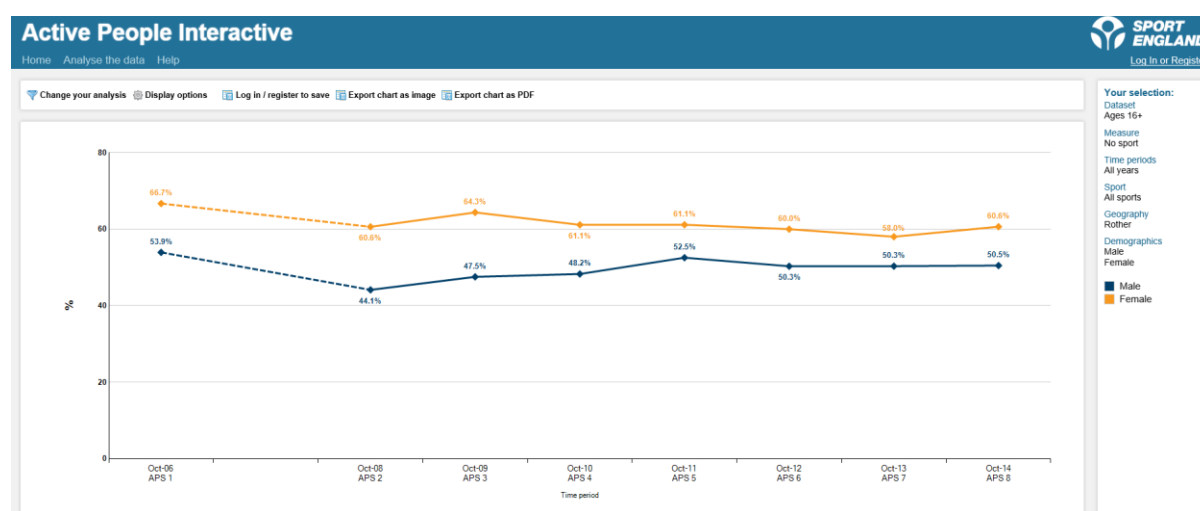
- 2.51 So whilst there has been this reduction the size of the task to create some participation it still represents over 50% of the adult population in the District. The reassuring news/task is that the scale of the challenge in the Region and England wide is little different and it is not therefore something which is a particular or different scale of challenge in Rother.
- 2.52 Chart 2.8 below shows that for SE region the rate of non-participation was 51.2% in 2006 and little changed at 50.4% in 2014 (yellow line). Whilst for England wide it was 54.3% in 2006 and 52.4% in 2014.

Chart 2.8: Rate of adult NON participation in sport and physical activity for SE Region and England wide 2006 – 2014



- 2.53 In terms of non-participation by gender in Rother District female participation is higher than males at 60.8% in 2014 but has fallen by 6% from 66.7% of females doing no sport or physical activity in 2006 (yellow line in Chart 2.9 overleaf). This compares with 50.5% of adult males doing no activity in 2014 and a smaller 3.4% fall from 53.9% in 2006 (blue line). It is usually the case that female non participation is higher than male.
- 2.54 Swimming is one of the few sports/activities which has a wider appeal to females than males and it is across all age ranges. Therefore it is a very important facility type in trying to promote activity, if not the most important facility type.

Chart 2.9: Rate of adult NON participation in sport and physical activity by males and females Rother District 2006 – 2014



Health Impact of Sporting and Physical Activity and Inactivity across Rother District

- 2.55 As mentioned in the introduction creating a healthy and physically active lifestyle is a key driver for Rother District Council. So it is important to examine the direct health benefits from increased participation. Evidence for this assessment is provided by the survey of Health Impact of Physical Inactivity (HIPI).
- 2.56 This HIPI data uses estimates of local levels of physical activity from the Sport England Active People survey. It models the potential benefit from increased levels of physical activity has on reducing the levels of preventable deaths from specific levels of activity, if 100%, 75%, 50% or 25% of the local population undertake the UK Chief Medical Officers' recommended levels of physical activity.
- 2.57 These findings are based on the 40 -79 age band and so in terms of age bands it starts with a much later age than Active People and goes beyond the 65+ age band which has been set out earlier for the profile of adult participation across Rother. The reason for the HIPI survey selecting the 40 - 79 age range is because it is the age range when the greatest number of deaths from these illnesses occur.
- 2.58 The second set of HIPI results is up to March 2014 and the findings for Rother are set out in Table 2.4 overleaf. Perhaps the surprising finding in the table is that based on the once a week rates of adult participation which Rother is achieving then the levels of preventable deaths are very low at the range of between 25% and 50% of the adult population being active.

- 2.59 It is only when the participation rate is at the 75% - 100% of the adult population that the preventable deaths as a proportion of the total deaths becomes significant. These findings, allied to the findings that 56% of the Rother District adult population in 2014 do no activity at all does underline the scale of the challenge to create both a healthier lifestyle amongst residents.
- 2.60 Another slant on the HIPI data is that the HIPI findings are the tip of the iceberg in terms of benefits because it measures preventable deaths from increased activity. It does not measure the reduced costs to the health service by not having to treat so many people with these illnesses because they are more active.

Table 2.4: HIPI Burden of illness and death from physical inactivity 40 – 79 for Rother District 2014 (footnote 1)

Conditions Preventable through physical activity	Latest annual deaths for Rother	Preventable deaths if 100% active (3)	Preventable deaths if 75% active	Preventable deaths if 50% active	Preventable deaths if 25% active
Rother					
Total deaths	451	77	51	25	1
Coronary heart disease	220	11	7	3	0
Breast cancer	77	15	10	5	0
Colorectal cancer	55	11	7	3	0

(Source: Public Health England; Health Impact of Physical Inactivity Findings for 2014)

(1) This age range is not one of the standard age ranges for Active People measures of sports participation. The age range has been constructed for health reasons and the raw AP data extracted for this age range (2) Latest annual figures is for deaths registered between 2007 - 2011 (3) The explanation of the definition of what is 100% active (of for other percentages of activity) is not defined. It is based on the Chief Medical Officer's definition which in turn might be one of the Active People measures of activity, for example 1 hour of physical activity once a week, or, 5 x 30 minutes of moderate intensity activity in sport or physical activity a week

Financial Costs of Activity and Inactivity

- 2.61 Activity is usually measured in terms of participation to create by a more active and healthy personal lifestyle and the benefits measured in these terms as has been set out. However it is also possible to measure the financial costs of activity and inactivity. The HIPI data does not measure financial costs/savings from these major illnesses. It is however possible from other sources to document the financial costs from the health impacts of physical activity and inactivity for these illnesses and some others. This is set out in Table 2.5 overleaf for Rother District South East Region and England wide. (Note: the data is for 2009 – 10).

Table 2.5: Health Costs of Physical Inactivity for Rother District, South East Region and England wide 2009 -10

Disease category	Rother	South East	England
Cancer lower GI e.g. bowel cancer	£155,084	£9,709,321	£67,816,189
Breast Cancer	£153,002	£9,106,531	£60,357,887
Diabetes	£440,280	£27,701,104	£190,660,420
Coronary heart disease	£1,484,708	£65,517,904	£491,095,943
Cerebrovascular disease e.g. stroke	£316,030	£21,137,006	£134,359,285
Total Cost	£2,549,105	£133,171,867	£944,289,723
Cost per 100,000 population	£2,942,802	£1,580,313	£1,817,285

Source: Sport England commissioned data from British Heart Foundation Health Promotion Research Group for PCTs, reworked into estimates for LA's.

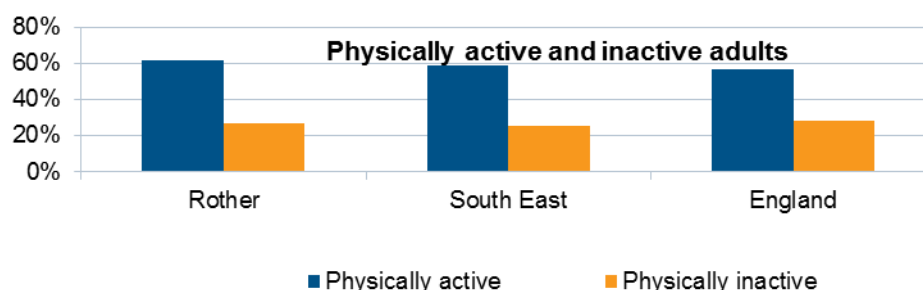
Year: 2009/10, Measure: Health costs of physical inactivity, split by disease type

- 2.62 Possibly the key finding in Table 2.5 is the bottom row which compares the total cost of these illnesses for each area. The Rother District costs are £2,942 per 100,000 population. This is considerably higher than the Regional figure at £1,580 per 100,000 population and the England wide figure at £1,817 per 100,000 population.
- 2.63 In part this could be because Rother does have a high proportion of its population in older age groups and where health costs are higher because of other related illnesses. Notwithstanding that however, the act of a more active lifestyle can contribute to reduced incidences of illness and lower costs of treatment. Plus it helps to make the case for investment from health into sport and physical activity.

Sports and Physical Activity Participation and Obesity Levels.

- 2.64 The final section on the findings on the health profile of physical activity and inactivity relates to levels of obesity in adults and children. This is set out because it is possibly the biggest health challenge, in terms of the increasing numbers of people becoming obese. It is also where increased sporting and physical activity can have the biggest health impact. The costs of treating diabetes is also the second highest cost category in the table above.
- 2.65 The most recent findings in overweight adult and obese children are from 2012 and it is possible to set out how the level of overweight adult and obese children in Rother compares with the findings for South East Region and England wide. Set out in Chart 2.10 overleaf are blue columns representing adult overweight levels and brown columns showing the findings for obese children.
- 2.66 Chart 2.10 shows adults overweight in Rother represents just over 60% of the adult population (blue column) and is in line with the regional and England wide percentages. Whilst the percentage of obese children in Rother is just over 20% of all children and again in line with regional and national percentages.

Chart 2.10: Percentage of the adult population who are overweight and the child population which is obese in Rother District East Region and England wide 2012



(Source Department of Health Local Authority Health Profiles 2012)

- 2.67 All these findings go towards setting out the evidence case on the impact in health terms of the non-active population in Rother. This is terms of total numbers of inactive adults; the trend of a slightly reducing inactive population, the potential savings in lives from a more active population and the costs of inactivity in financial terms.
- 2.68 Provision of sports facilities do not in themselves tackle and resolve the problems of inactivity and the associated health costs. Swimming is the most popular activity in Rother. It is where female participation is higher than male and Rother has a lower rate of female participation when compared to male participation. Plus swimming is an activity which does appeal to older age groups and over 60% of Rother's population in 2013 is aged over 40.
- 2.69 Increasingly provision of sports facilities has to be justified and evidenced based on the contribution they will make to create a healthy lifestyle for residents. The findings for Rother on the levels of inactivity, costs and preventable deaths from inactivity go some way to making the case for provision of indoor sports facilities as a cost, sports and health effective way of creating this healthy lifestyle for more residents.