



Data rich, but information poor?

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Presentation Overview

- Historical perspective
- What did we know before Active People?
- Active People background and headlines
- Harnessing the power of Active People:
 - Time series analysis
 - Providing new insights
 - Providing baselines and informing tactics
 - Identifying good practice and need
 - Combining data sets
- Conclusions



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1. Historical Perspective

- General Household Survey 1977 – 1983
- General Household Survey 1987 – 2002
- Limited rationale for data
- Limited data collected
- Change in relationships e.g. PSA 3
- New agenda c.f. CCT, BV, CPA



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2. Pre Active People

- Static participation rates
- Evolution rather than revolution
- Imbalance between men and women
- £200m a year extra for sport via Lottery

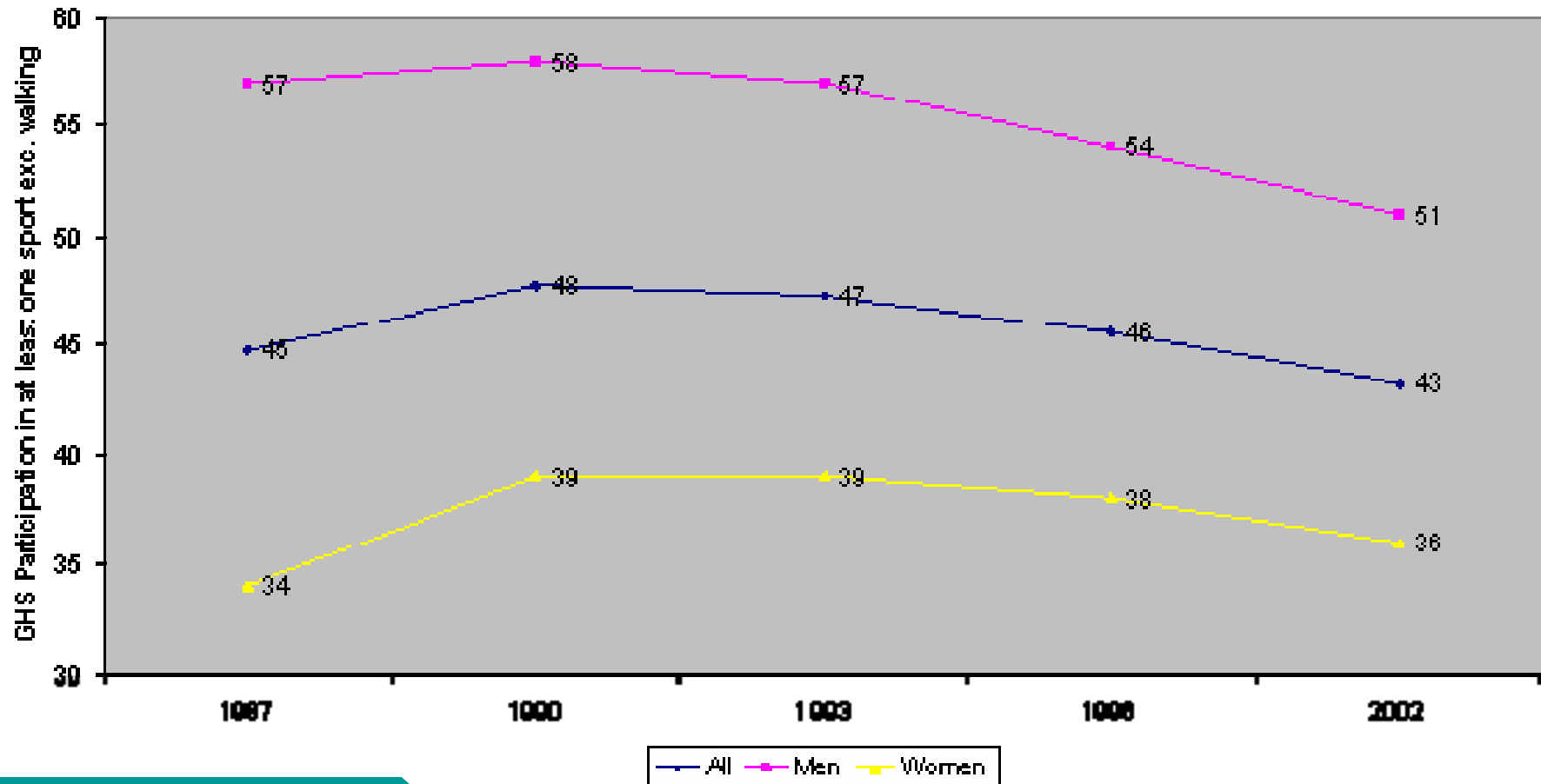


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Pre Active People



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3. Active People - Background

- Largest single study of sport and recreation
- 1 in 12 households contacted by telephone
- Over 1,000 adults (16+) interviewed in each LA
- Capable of measuring statistically valid change locally of 3% to 4% over 3 years.
- A total of 363,724 people took part
- Cost c. £5.5m



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Active People – Measuring What?

Active People

- Prevalence
- Frequency
- Intensity
- Duration

GHS

- Prevalence
- Frequency



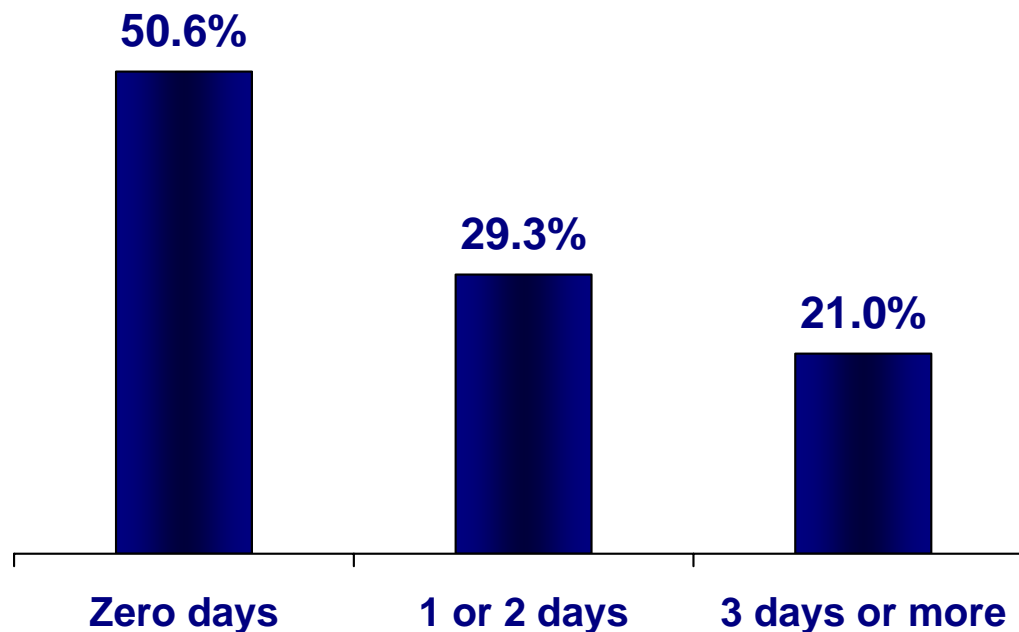
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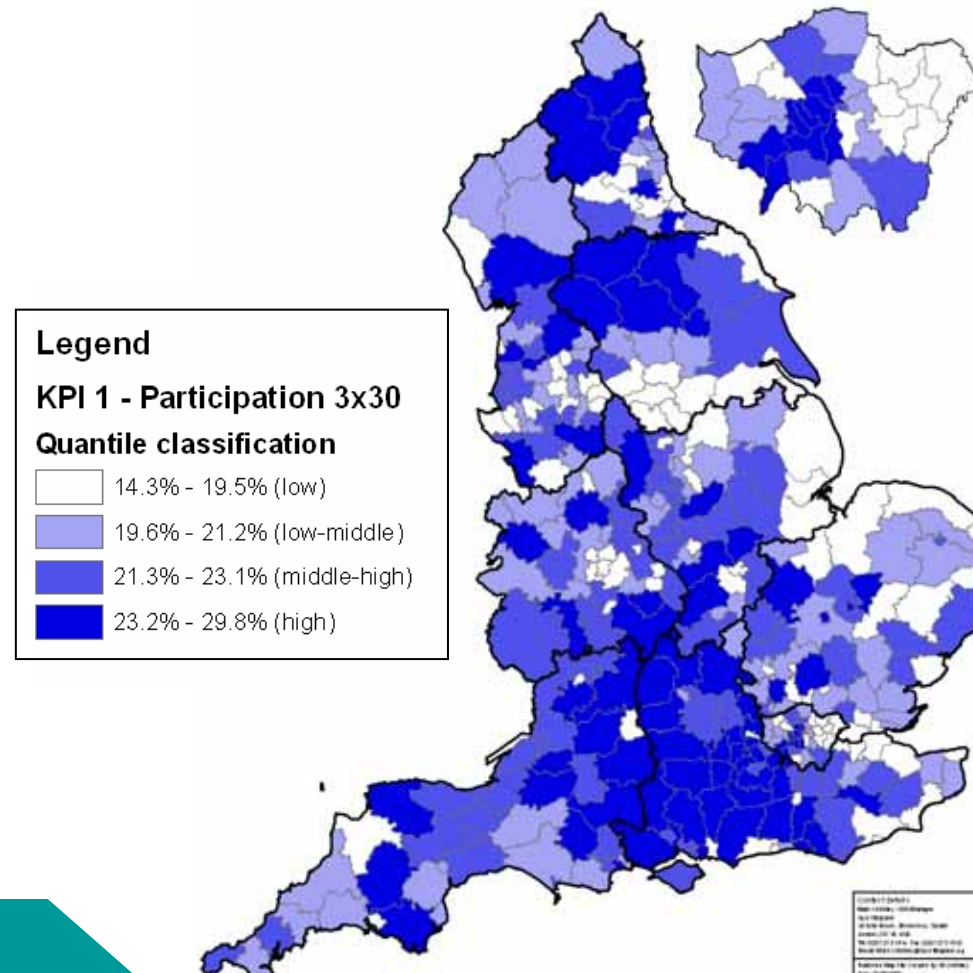


8.6m adults participate for at least 30 minutes, moderate intensity, on 3 days a week (3x30) whilst 20.6m do no sport

Number of days in the last week participated in 30 minutes, moderate intensity sport and active recreation



Participation varies considerably across England and particularly within regions



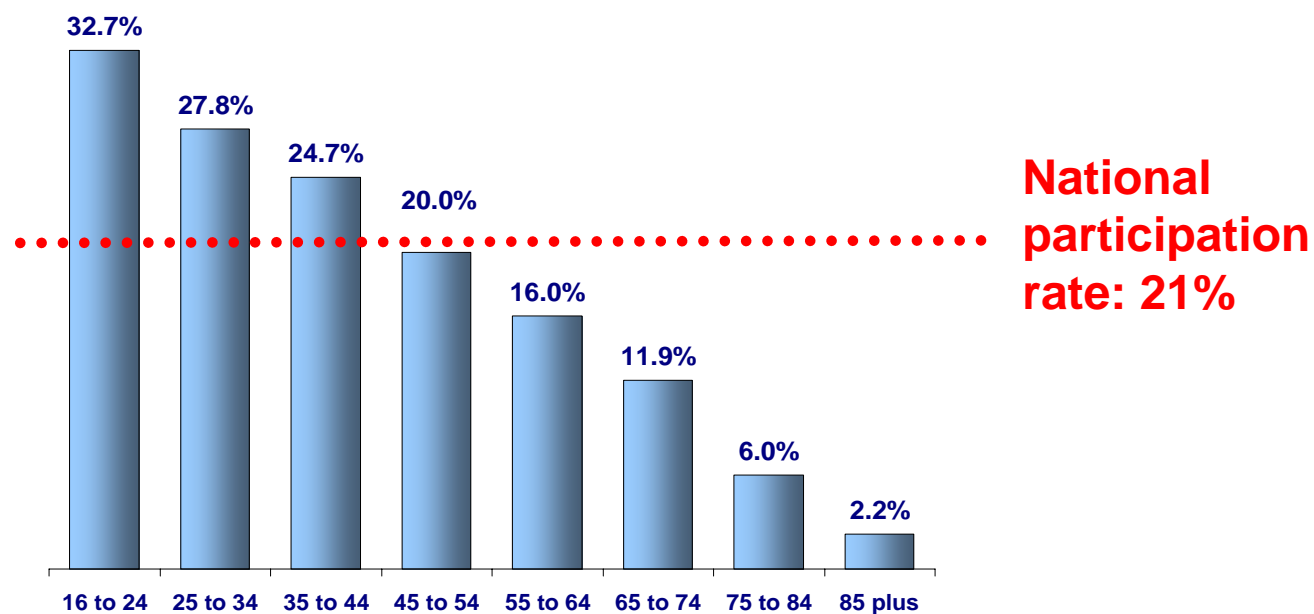
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Participation falls with age – from a third of 16-24s to well under a sixth of the over-55s

Percent of adults who participated in moderate intensity sport and active recreation 3 days a week

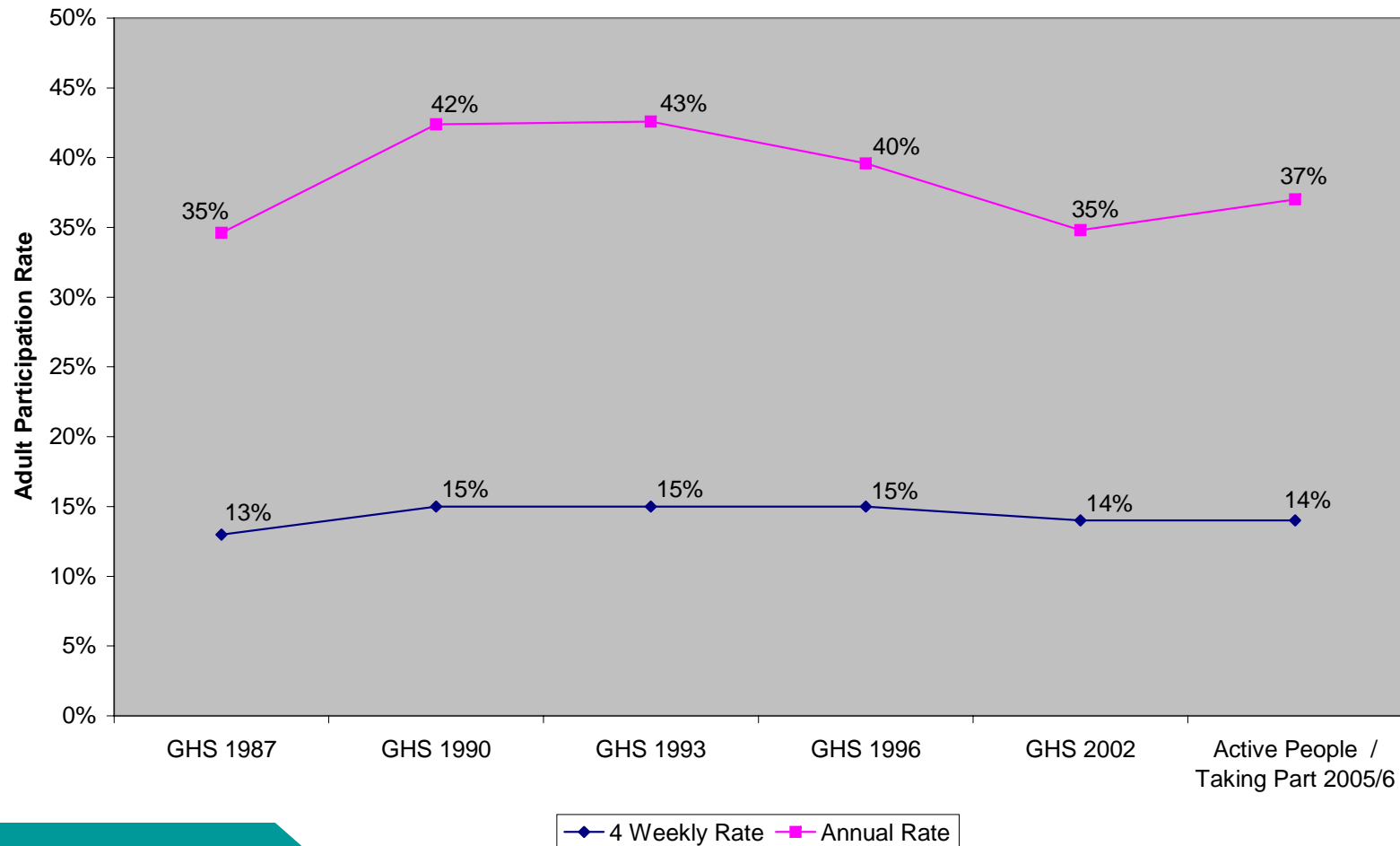


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Time Series Analysis 1



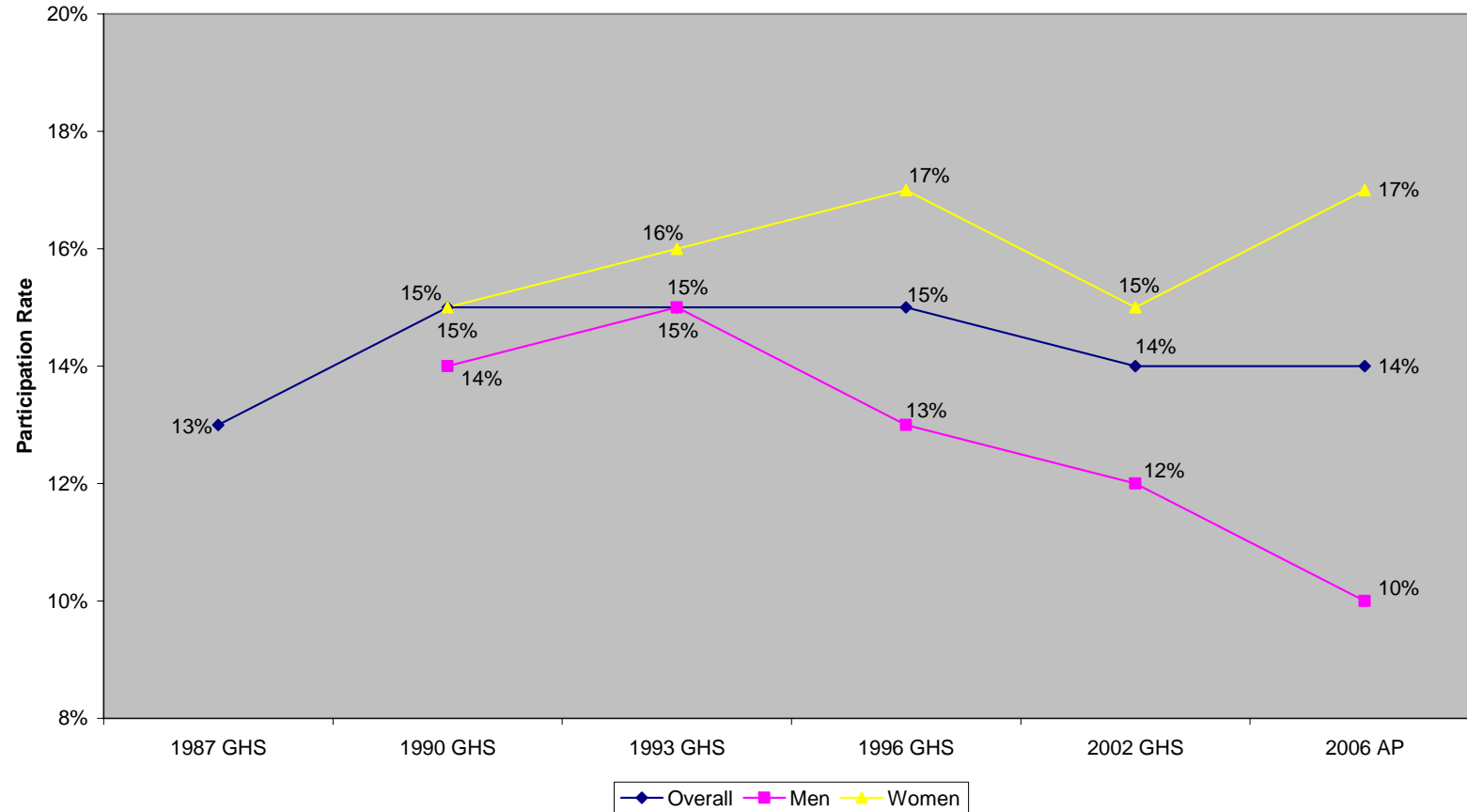
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Time Series Analysis 2

Trends in Adult 4 Weekly Swimming Participation Rate 1987 - 2006 Overall and by Gender

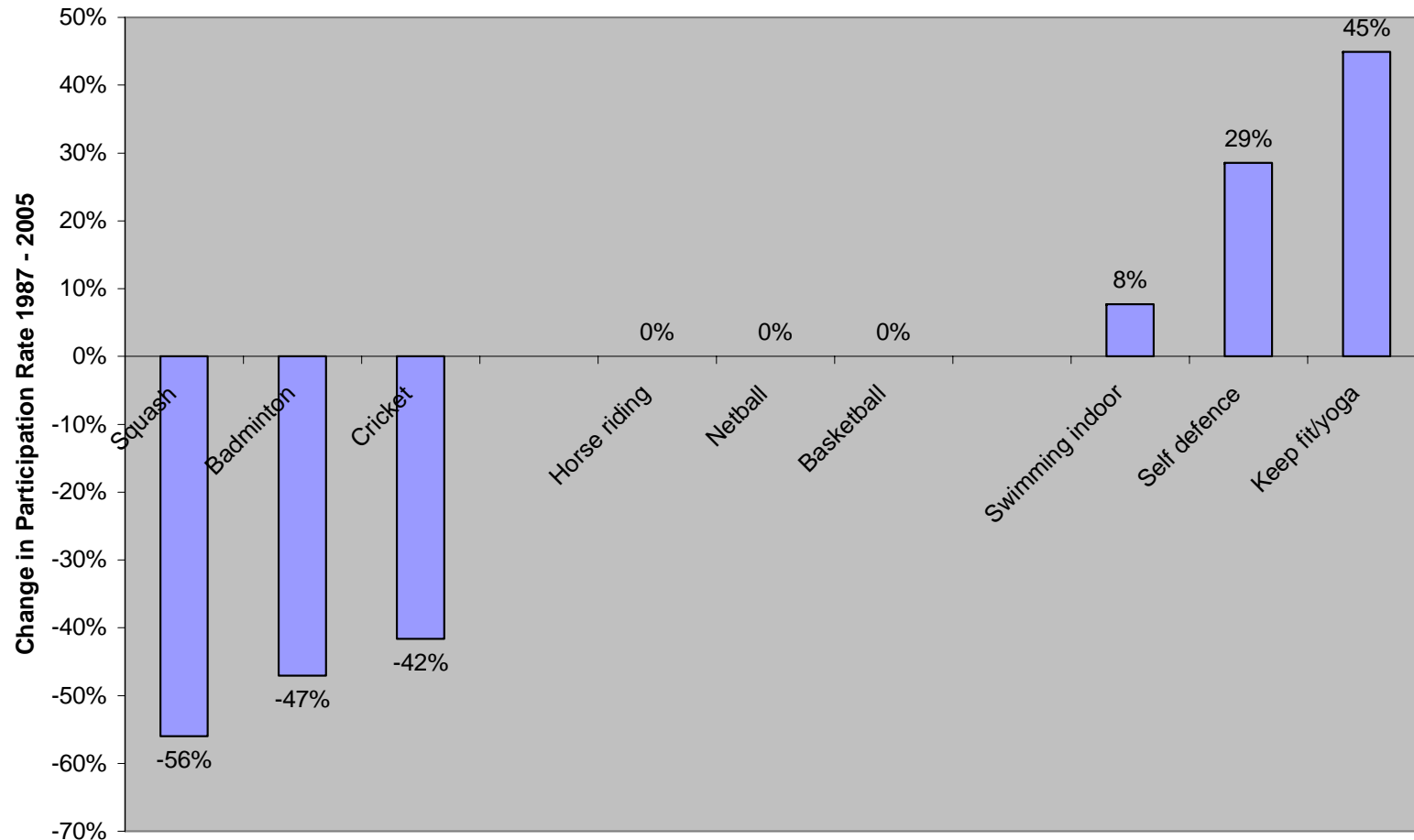


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Losers / Static / Growers



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Clarifying Fundamentals

- Recreational activity rather than sport
- Solo activity not partner or team sport
- Time flexible
- 'Lifestyle' and 'Gateway' activity
- Moderate intensity, relevant to ageing pop.
- Low skill / low sports literacy
- Cheap and with low barriers to entry



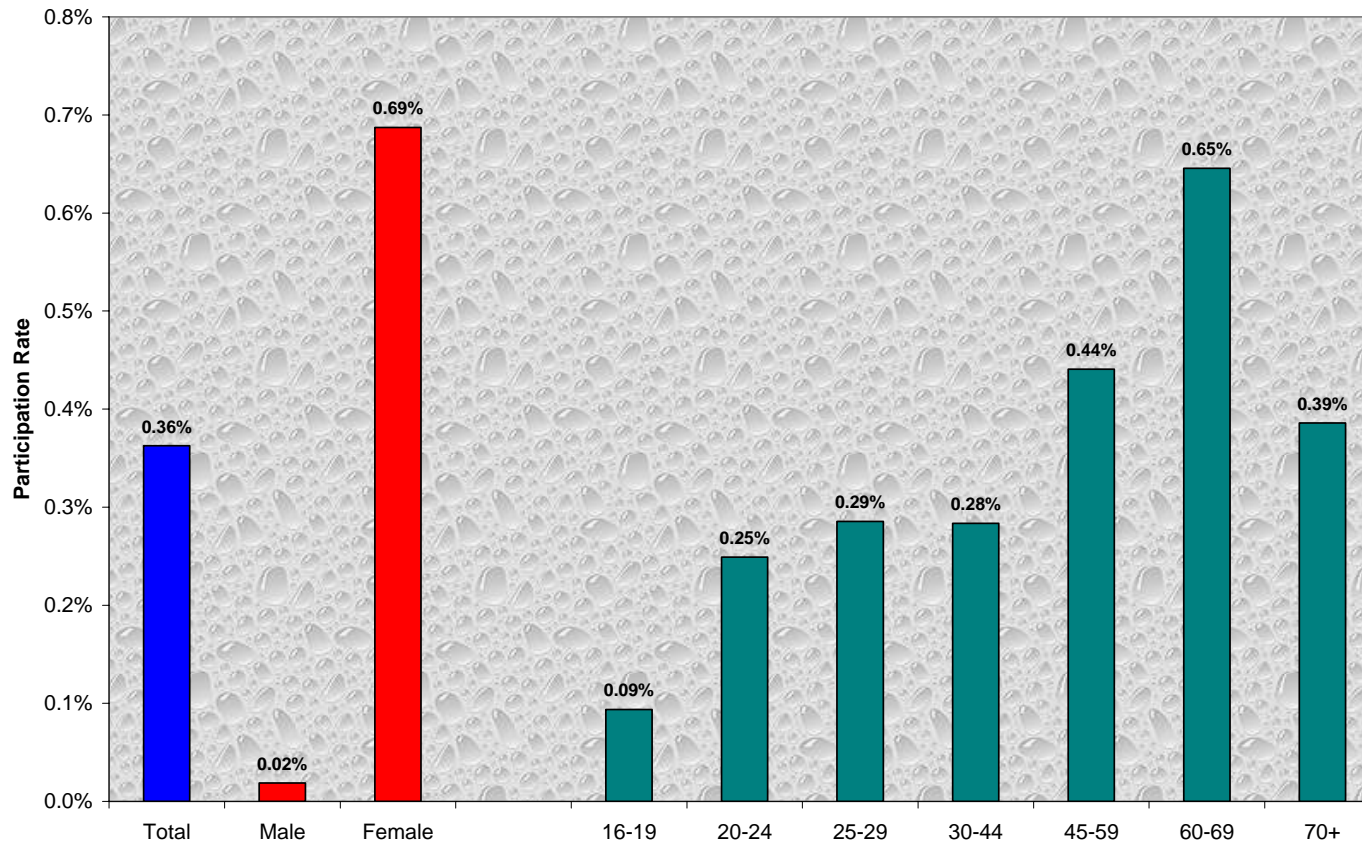
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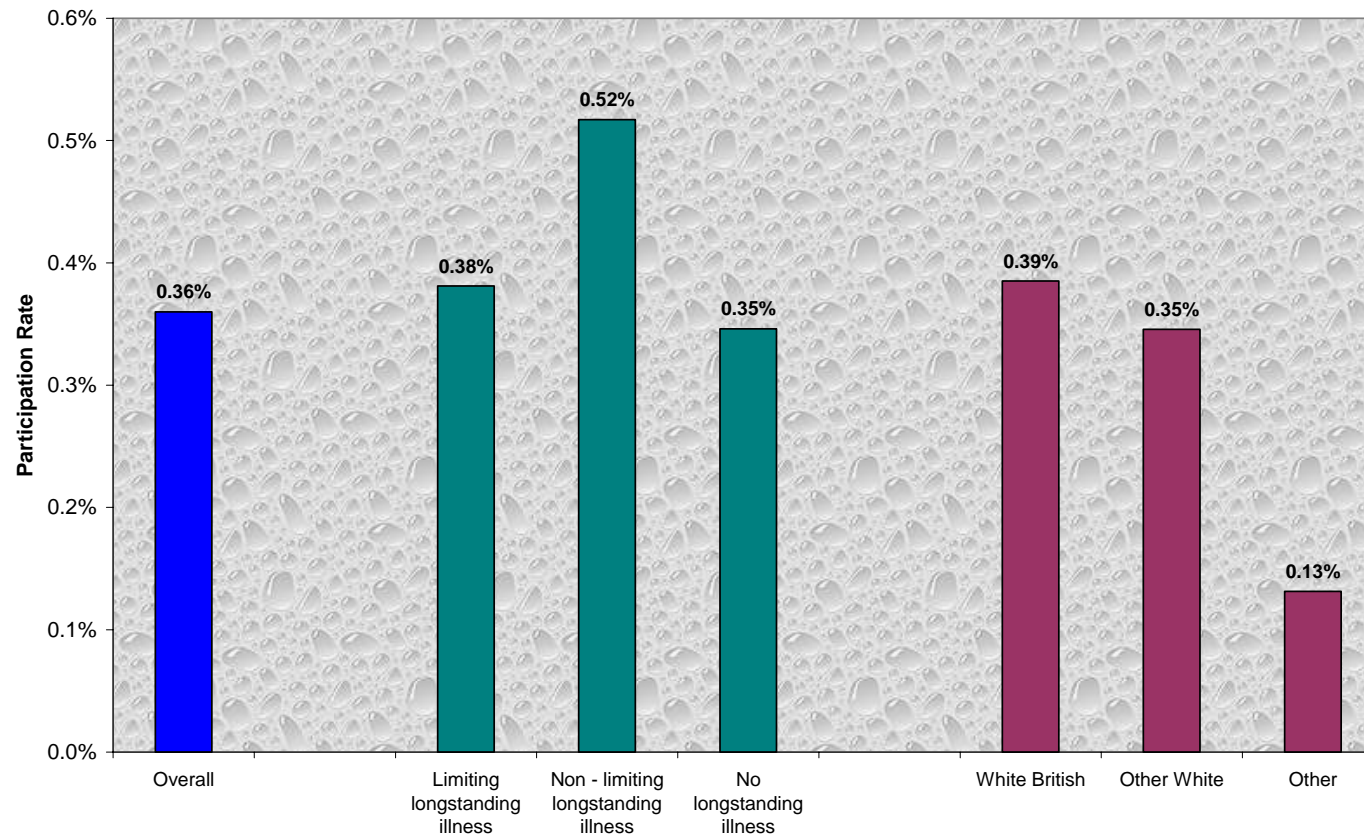
New Insights – Aquafit 1

Participation Rates For Aquafit by Gender & Age Group
AP 2005/06



New Insights – Aquafit 2

Participation Rates for Aquafit by LLI and Ethnicity
AP 2005/06

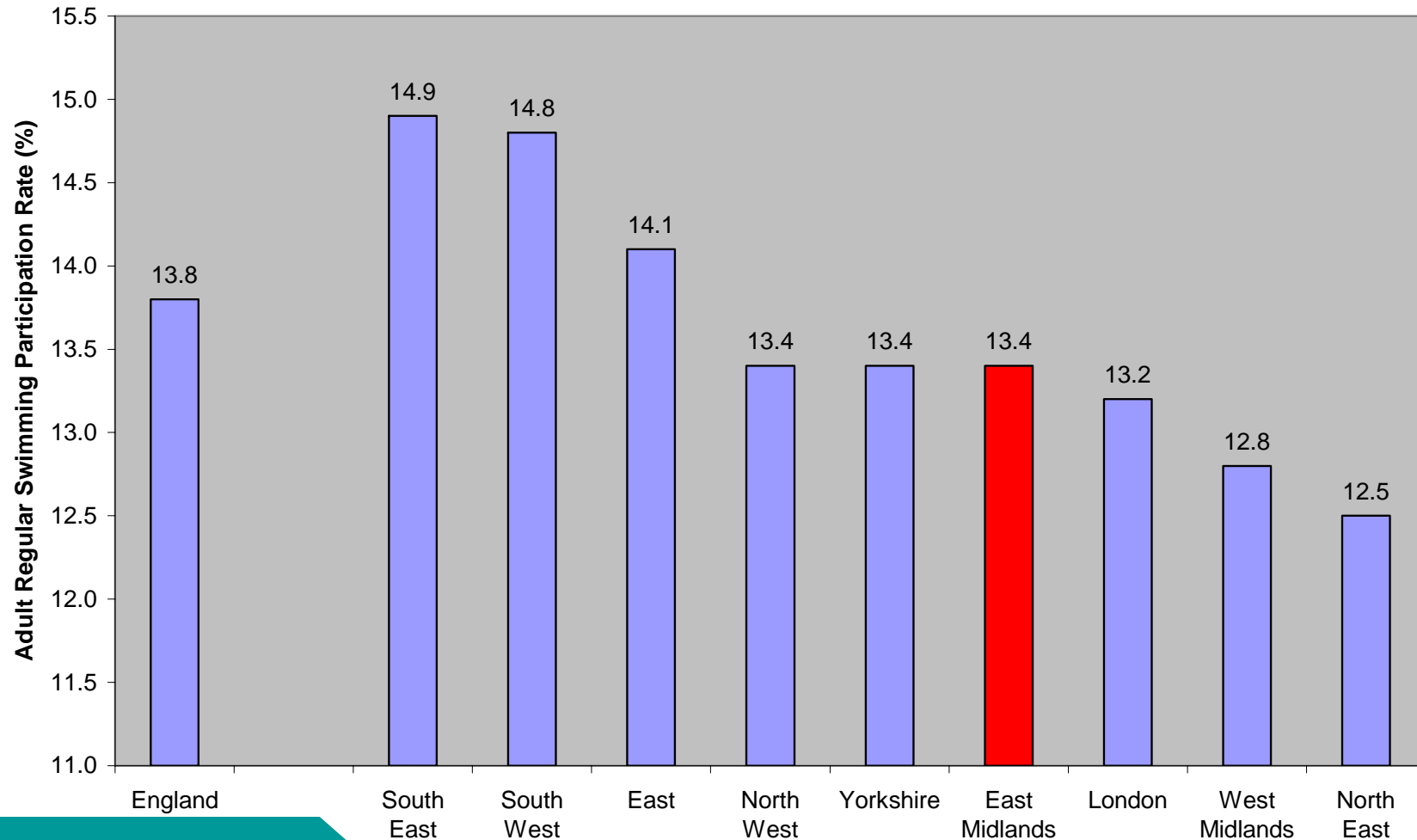


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Baselines for Interventions 1



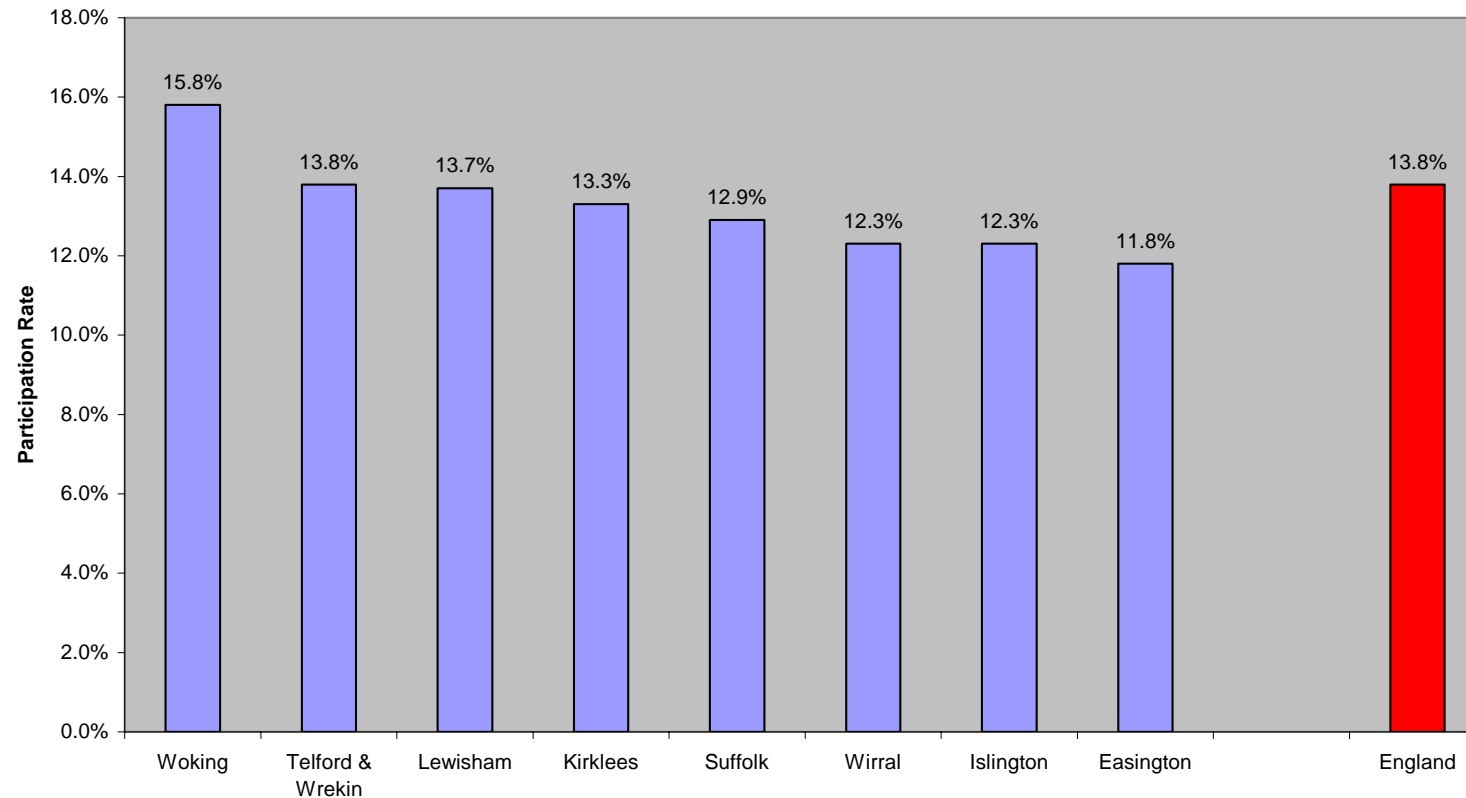
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Baselines for Interventions 2

Adult 4 Weekly Participation Rate By Everyday Swim Areas

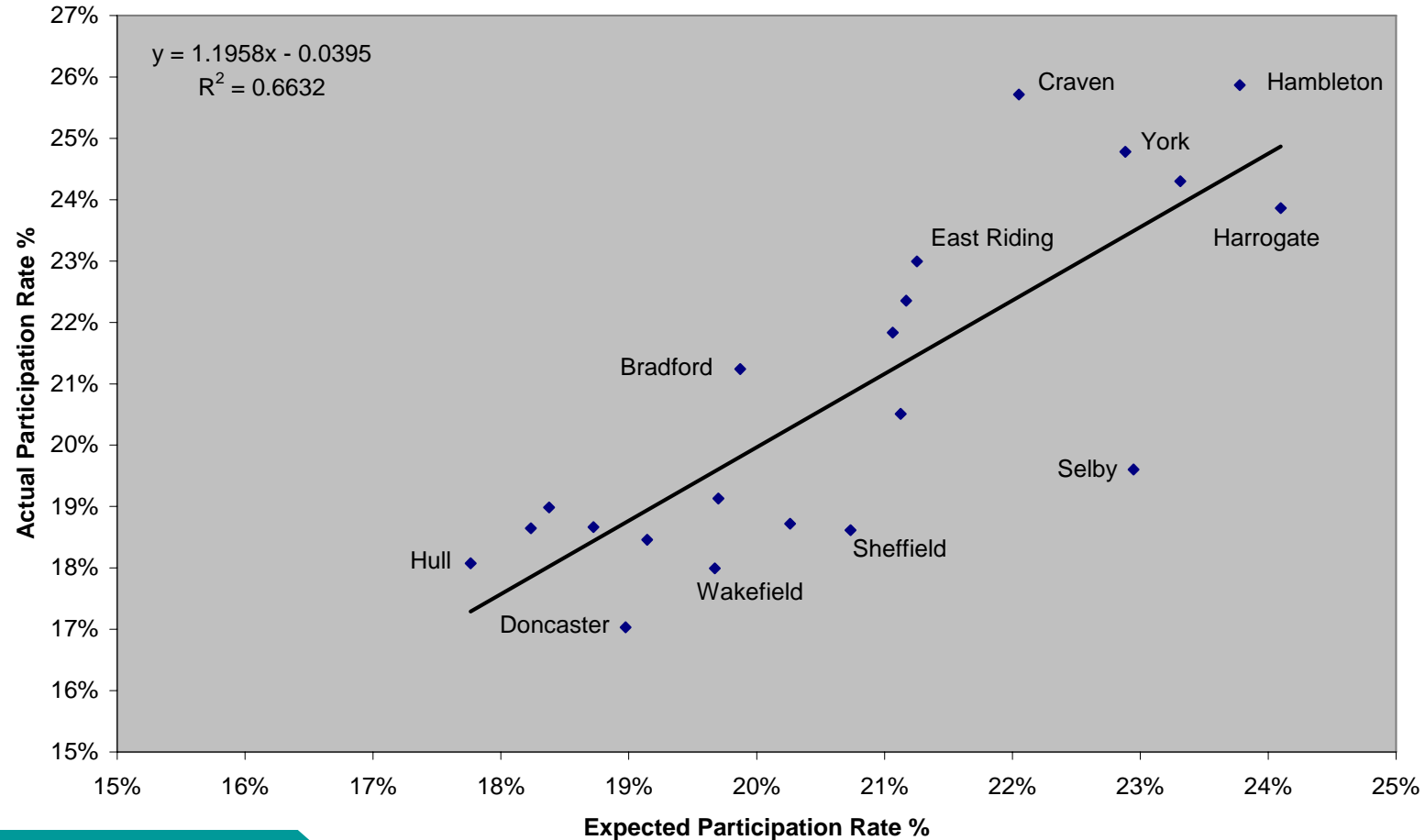


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Identifying Good Practice / Need

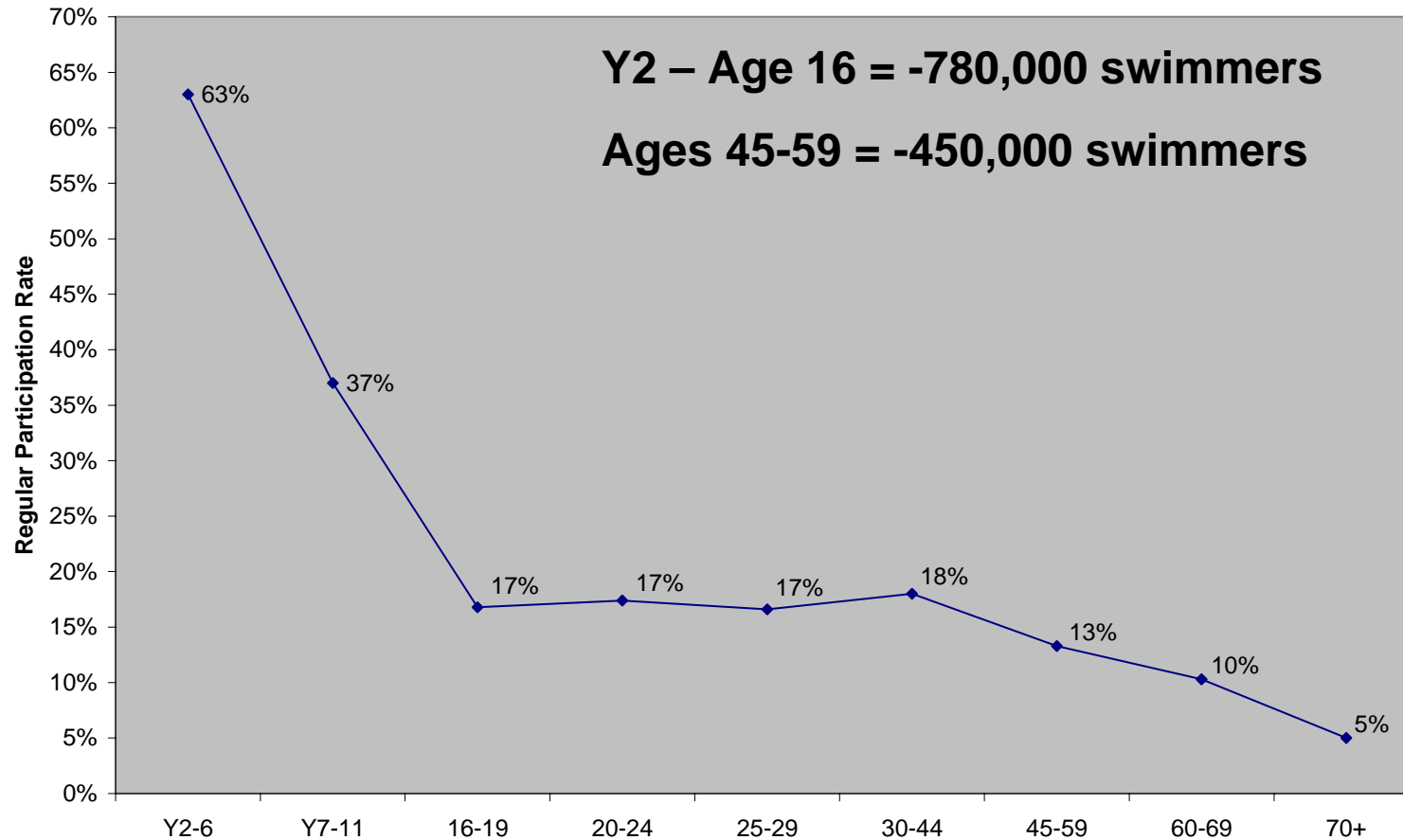


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Swimming Drop Out Levels



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Combining Measures 2

Supply and Demand

- Active People meets Active Places
- Active People provides robust local level participation data
- Active Places provides robust local level supply data
- Combining the two = Active Solution

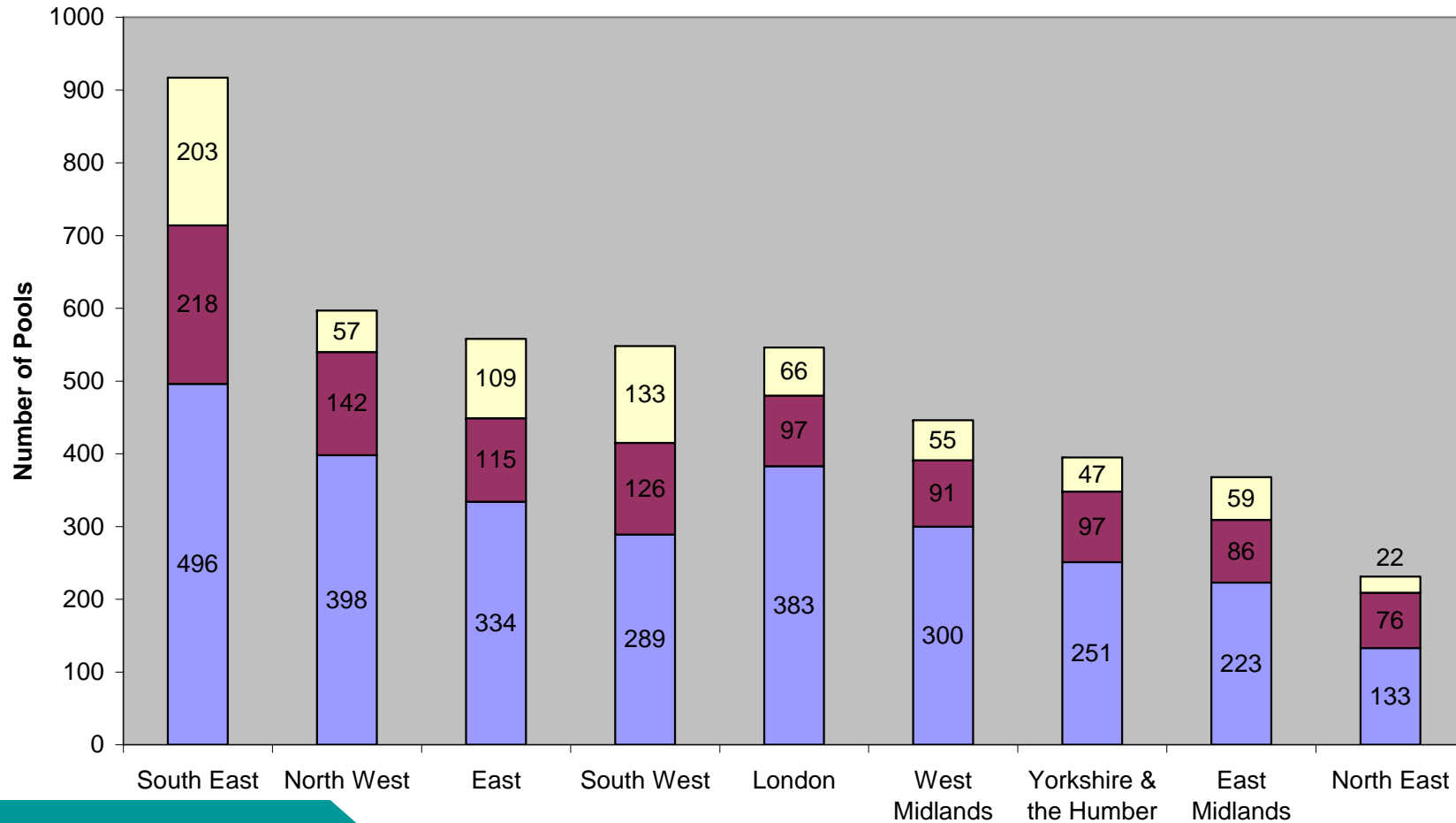


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England's Stock of Pools



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■ Main ■ Teaching ■ Leisure / Lido



Supply meets Demand 1

Region	Facility m ² / 1000 people	Participation Rate
East	18.77	14.1%
East Midlands	16.58	13.4%
London	16.66	13.2%
North East	15.10	12.5%
North West	16.63	13.4%
South East	21.27	14.9%
South West	21.08	14.8%
West Midlands	14.85	12.8%
Yorkshire & the Humber	15.42	13.4%
England	17.67	13.8%

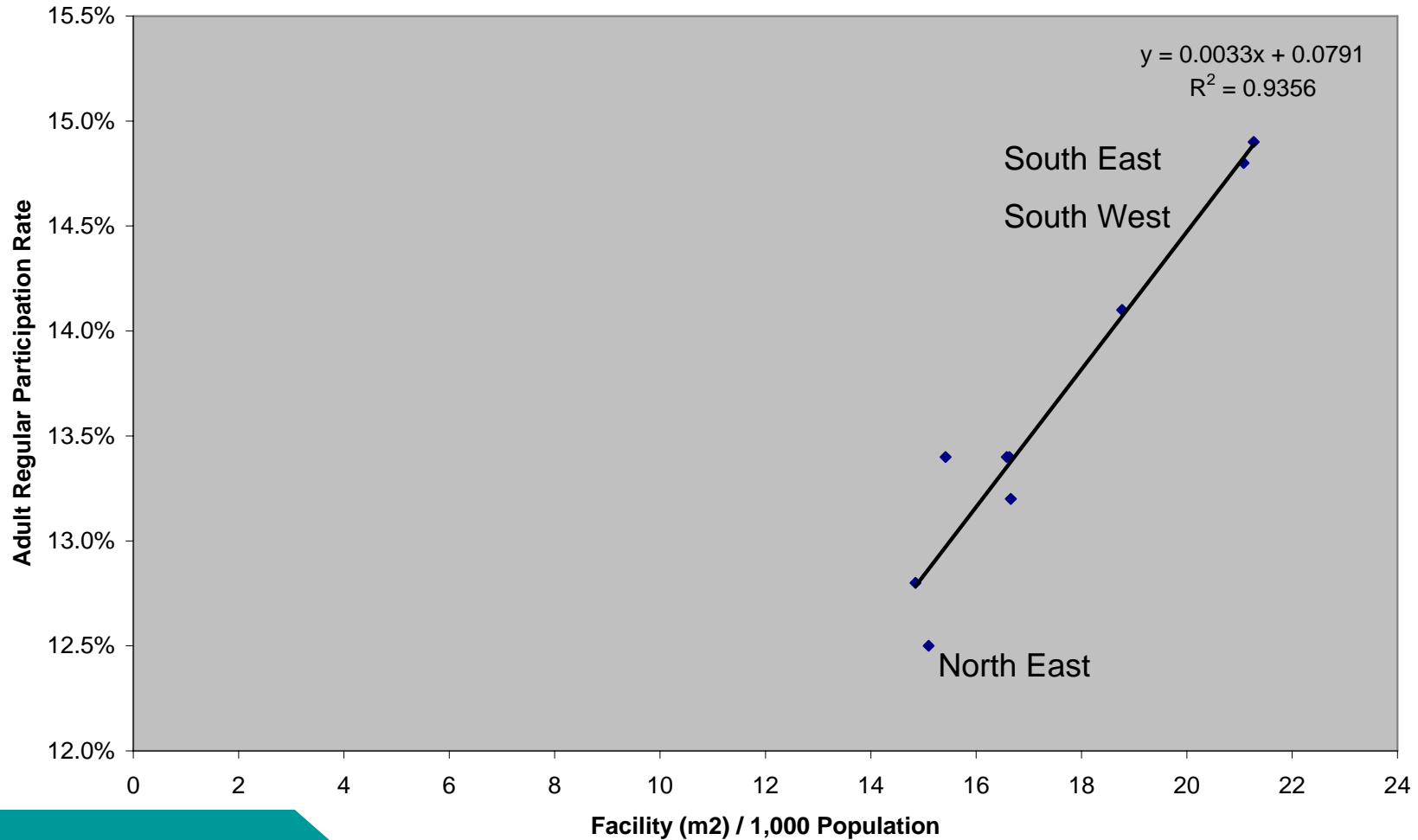


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Supply meets Demand 2



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Where Next?


- Active People is here to stay
- Active Solutions is on the way
- We have an obligation to be fit for purpose
- The data out there throws down a challenge to do something different
- Let's not miss the opportunity



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Thank You Any Questions?

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