

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

16 March 2009

Report of the Chief Leisure Officer

Part 1- Public

Matters for Information

1 ACTIVE PEOPLE SURVEY RESULTS

Summary

This report details the results of the recent Active People Survey undertaken by Sport England, which focuses particularly on sports participation rates, a national performance indicator for local authorities.

1.1 The Survey

1.1.1 The first national Active People Survey, funded by the Government, was undertaken by Ipsos MORI, on behalf of Sport England, between October 2005 and October 2006. This was then followed by a second survey between October 2007 and October 2008, the results of which have recently been released.

1.1.2 The survey focuses on sports participation rates, which is a National Indicator (NI8) for local authorities. In addition, the survey also measures the number of people doing 30 minutes of moderate intensity sport or active recreation on at least three days per week (3 x 30), volunteering, club membership, tuition, competition and satisfaction.

1.2 Survey Results

1.2.1 Detailed below is a summary of the recent survey results for this Borough (APS2), with a comparison to the first survey (APS1).

| Tonbridge and Malling | | | |
|-----------------------|------|------|--------|
| Indicator | APS1 | APS2 | Change |
| NI8 | 20.5 | 23.8 | +3.3 |
| 3x30 | 20.1 | 23.5 | +3.4 |
| Volunteering | 6.1 | 4.1 | -2.0 |
| Club Membership | 26.0 | 33.1 | +7.1 |
| Tuition | 19.0 | 20.8 | +1.8 |
| Competition | 16.3 | 16.0 | -0.3 |
| Satisfaction | 75.7 | 74.1 | -1.6 |

(All figures are percentage of the population)

1.2.2 Members will be pleased to note that for the majority of the indicators, there has been a positive change for this Borough, and the increase in participation rates is particularly satisfying as this is the Government's national measure of performance. In comparative terms this Borough's performance is also very encouraging, with comparisons at a national, regional, county and district level shown in the tables attached at **[Annex 1]**. Members will see from **[Annex 1]** that Tonbridge & Malling has:

- the highest level of sports participation in the county;
- significantly the highest level of club membership in the county;
- significantly the highest level of satisfaction with local sports provision in the county.

1.2.3 The only area of slight concern relates to volunteering levels which, between the surveys, has seen a drop of 2%. It should be noted, however, that the recent survey result for volunteering still compares favourably with a number of other districts in the county.

1.2.4 If Members wish to receive a more detailed set of results I would be more than happy to make these available, or alternatively Members can visit the Sport England website www.sportengland.org.

1.3 Legal Implications

1.3.1 None.

1.4 Financial and Value for Money Considerations

1.4.1 The Active Sport Survey is funded in full by the Government, with the results made available electronically free of charge by Sport England.

1.5 Risk Assessment

1.5.1 None.

1.6 Policy Considerations

1.6.1 Community, Healthy Lifestyles.

Background papers:

contact: Robert Styles

Nil

Robert Styles
Chief Leisure Officer