

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

28 February 2012

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.

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 and has continued annually. Now in its fifth year, Active People Survey 5 (APS5) started in mid October 2010 and ran continuously for 12 months until the middle of October 2011 and was published in December 2011.
- 1.1.2 The survey includes a result for National Indicator 8 (NI8), an indicator for sport and active recreation defined as: *the percentage of the adult population participating 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 3 or more days a week)*. Although it continues to be referred to as NI8, Members will be aware that in 2010, the National Indicator Set ceased to be operative.
- 1.1.3 While the survey focuses on sports participation rates, it also measures 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 (APS5), with a comparison to the first survey (APS1).

Tonbridge and Malling		
Indicator	APS1	APS 4/5 or APS 5
NI8	20.5	23.4
Adult Participation	16.1	19.1
Volunteering	6.1	6.4
Club Membership	26.0	27.9

Indicator	APS1	APS 4/5 or APS 5
Tuition	19.0	18.1
Organised Sport	33.3	41.5
Competition	16.3	16.5

(All figures are percentage of the population)

1.2.2 Members will be pleased to note that for all but one 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 district level shown in the tables attached at **[Annex 1]** along with the county scores. Members will see from **[Annex 1]** that of the seven categories Tonbridge & Malling is first or second in four of them with:

- the highest level of both organised sport and adult participation in the county;
- the second highest level of adult participation in sport and active participation, club membership and organised competition in the county;

1.2.3 The only area of slight concern relates to volunteering levels which despite having seen a slight increase between the surveys, remains lower than a number of other districts in the county.

1.2.4 If Members wish to see more details on the surveys and results these are available through 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: Nil

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