

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

17 September 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 latest Active People Survey undertaken by Sport England, which focuses 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. The latest results cover the 24 month period from April 2010 to April 2012, which overlap the previously reported figures from October 2010 to October 2011.
- 1.1.2 The survey results are an important indicator for sport and active recreation, defined by the Government 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)*".

1.2 Survey Results

- 1.2.1 Detailed below is a table showing the latest results of the survey and a comparison with other districts in Kent, together with a comparison with the first survey undertaken in 2005/06 (APS1).

District	APS4 Q3 – APS6 Q2		% change between APS1 (Oct 05-Oct 06) and APS4 Q3-APS6 Q2 (Apr 10-Apr 12)
	%	Base	Percentage point change
Canterbury	24.6%	986	+4.0%
Dover	24.6%	1,121	+4.0%
Tonbridge & Malling	23.7%	1,000	+3.2%
Sevenoaks	23.2%	987	+0.1%
Maidstone	22.8%	994	+0.5%
Tunbridge Wells	21.6%	989	-2.0%
Ashford	21.3%	992	-0.5%
Shepway	20.7%	1,000	+1.2%
Thanet	19.4%	973	+1.4%
Swale	19.3%	965	+0.1%
Dartford	18.6%	994	+0.8%
Gravesham	18.0%	978	+0.4%
<i>Kent</i>	22.2%	5,898	+1.7%

1.2.2 Members will be pleased to note that Tonbridge and Malling has the highest percentage of participation in West Kent and the third highest percentage in Kent overall.

1.2.3 It is also pleasing to note that this result shows an increase of 3.2% in the adult population participating in sport and active recreation from the first survey. Hopefully the Olympic Games in London will encourage more people to take up sport and continue to increase participation rates.

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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