



# Activity Profile: Maldon

July 2007

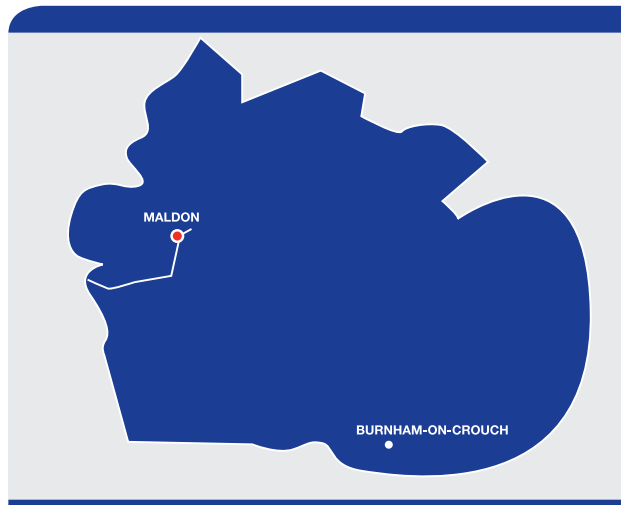
In partnership with

# Activity Profile: Maldon

## Local Area Sport and Active Recreation Profile

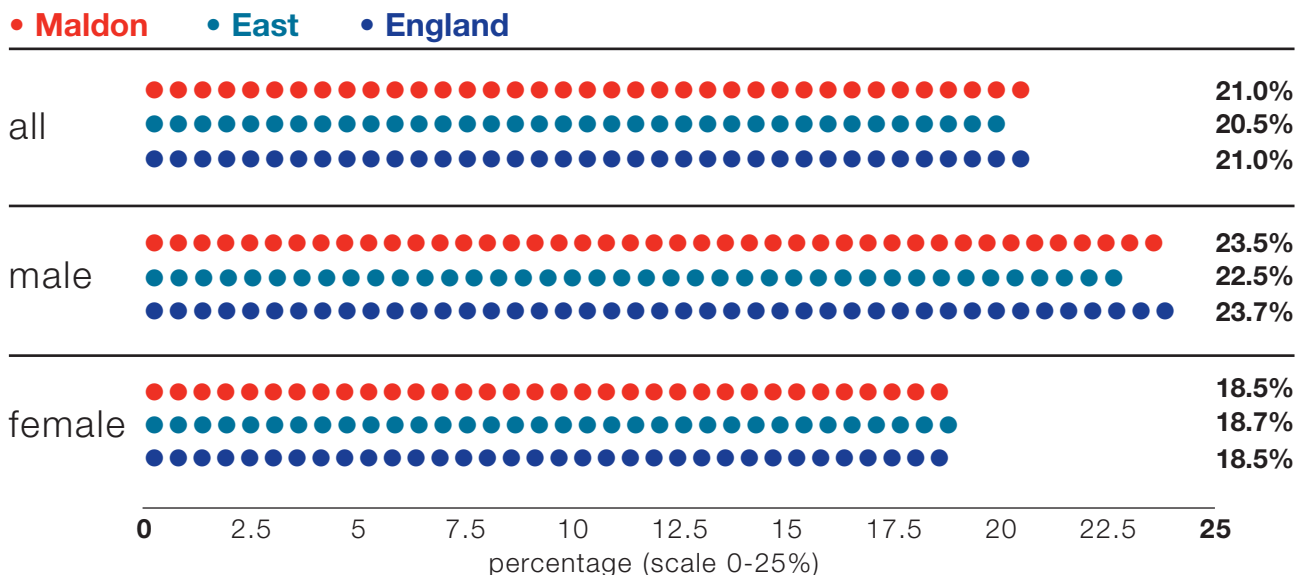
### 1. Introduction

This is a profile of adult (16+) sports participation in your district. It uses data from the Active People Survey: the single biggest survey of sports participation ever conducted. It shows participation rates in your area compared with the regional and national figures. More importantly the profile provides impartial analysis against areas with similar demographics and other characteristics. The profile is intended to help you ensure your plans and strategies are informed by local priorities, such as those outlined here. The data also includes rates on volunteering in sport, coaching, club membership, competitive sport and satisfaction with sport and recreation services. The Survey will be repeated enabling this data to be used as a baseline and gauge future increases and decreases in participation. For more information about the Active People Survey, please visit: [www.sportengland.org/index/get\\_resources/](http://www.sportengland.org/index/get_resources/)



### 2. Headline Participation Figures

The graph below shows participation in moderate intensity activity (sport & recreation activity) on at least **3 occasions of 30 minutes** per week over the previous 28 days.

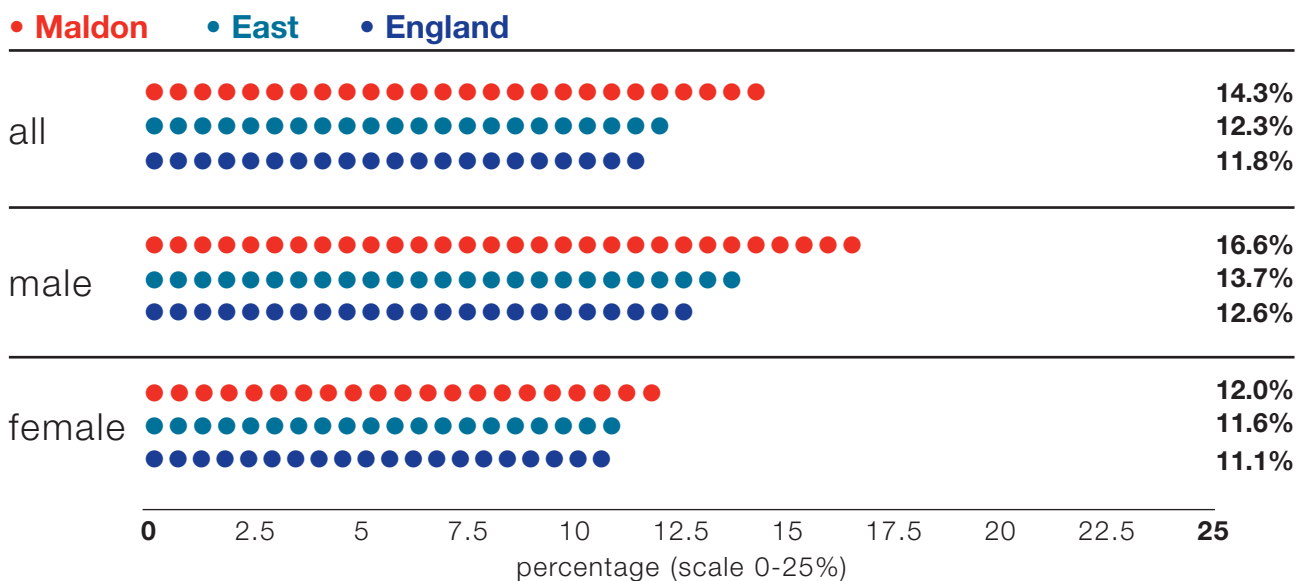


#### Comment

One in five people in Maldon took part in sport or active recreation three times a week, this was the same as the figure for England. More men than women in Maldon participated at this frequency, however this pattern is similar to that seen in the Eastern region and England.

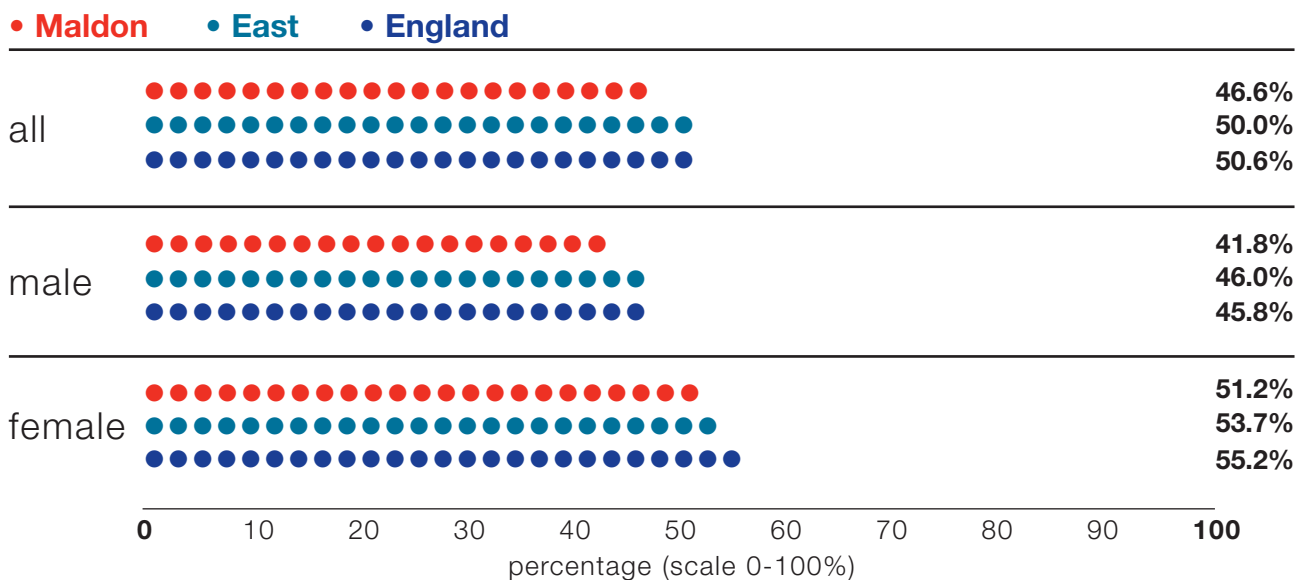
Participation means at least 30 minutes of moderate intensity activity in sport or recreation activity (including recreational cycling and walking – if at moderate intensity).

The graph below shows participation in 30 minutes moderate intensity activity (sport & recreation activity) **once a week** (or 4-7 occasions) over the previous 28 days.



**Comment**  
One in seven Maldon residents took part in sport or active recreation once a week. At this frequency of participation, significantly more men in Maldon participated than the national figure with one in six taking part. Only one in eight women in Maldon took part in sport or physical activity once a week.

The graph below shows **zero participation**, that is those not taking part in any moderate intensity sport or recreation activity, over the previous 28 days.



**Comment**  
Nearly half of all Maldon residents reported that they had not taken part in any sport or active recreation in the last 28 days. A large proportion of both male and female residents reported this level of inactivity, however there was a larger proportion of women who had not taken part in any sport or active recreation than there were of male respondents.

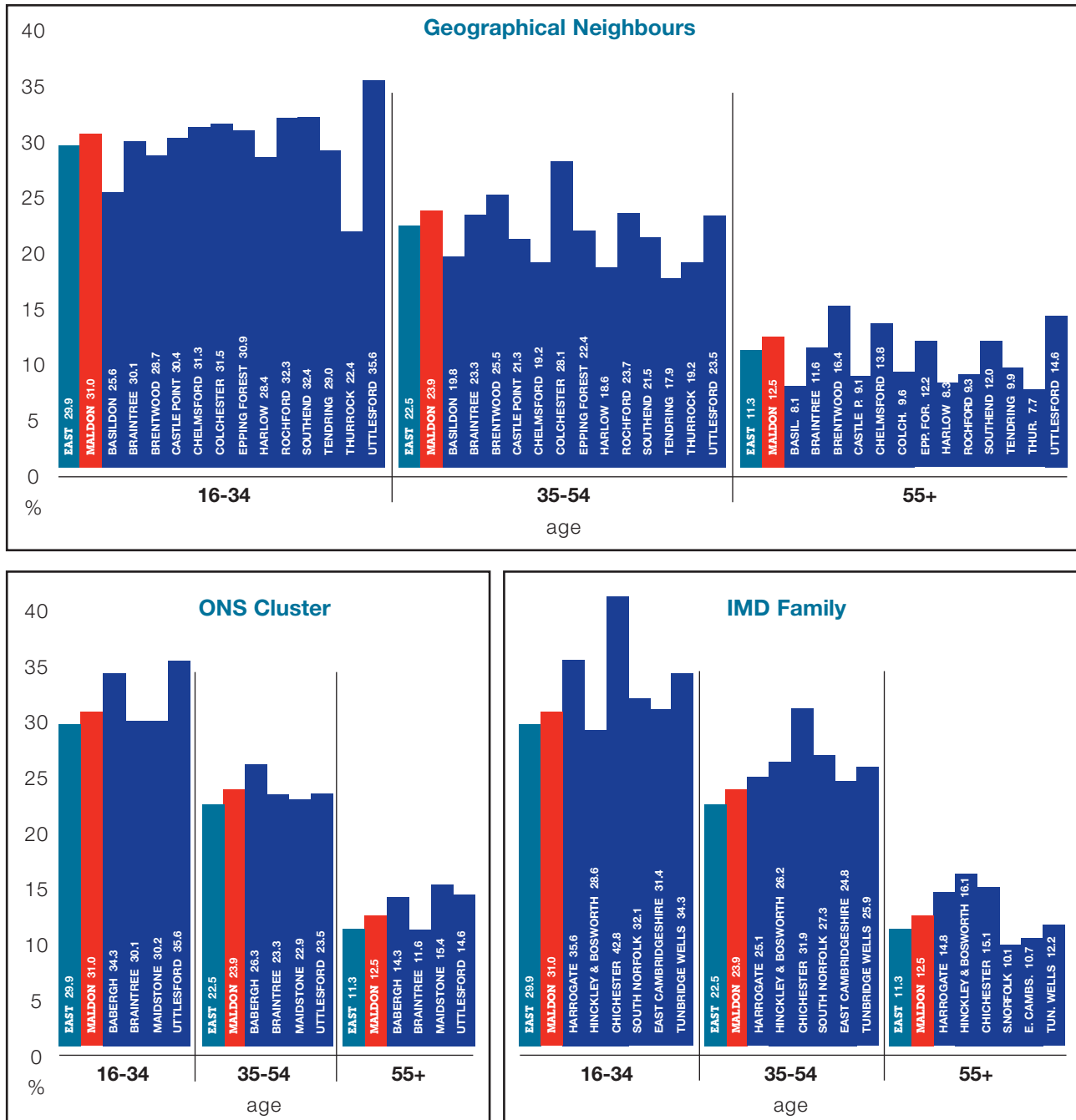
Active People Diagnostic provides more data relating to frequency of participation, including 1-3 days and 8-11 over the past 28 days. Zero, 4-7 and 12+ days have been selected in order to provide a measure of regular and recommended activity as well as inactivity (activity means participation in sport and active recreation, inactivity means no participation in sport and/or recreation).

### 3. Comparative Analysis of Participation

#### Comparison by Geographical Neighbour, IMD<sup>1</sup> Family and ONS<sup>2</sup> Cluster

##### **PARTICIPATION, 3 OCCASIONS PER WEEK**

The following analysis shows the percentage of people who have taken part in moderate intensity activity (sport & recreation activity) on at least **3 occasions of 30 minutes** per week over the previous 28 days.



#### Comment

One in three people in Maldon aged 16 to 34 years took part in sport or active recreation on three occasions a week, this dropped to one in four people for those aged 35 to 54 years and only one in eight people aged over 55 years participated this often. There were no significant differences between the results for Maldon at this rate of participation and those of its geographical neighbours and its IMD and ONS groups.

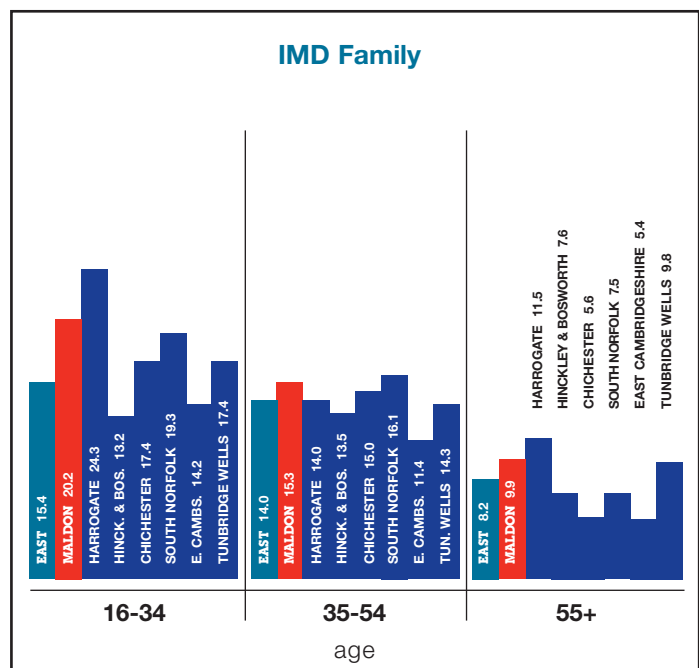
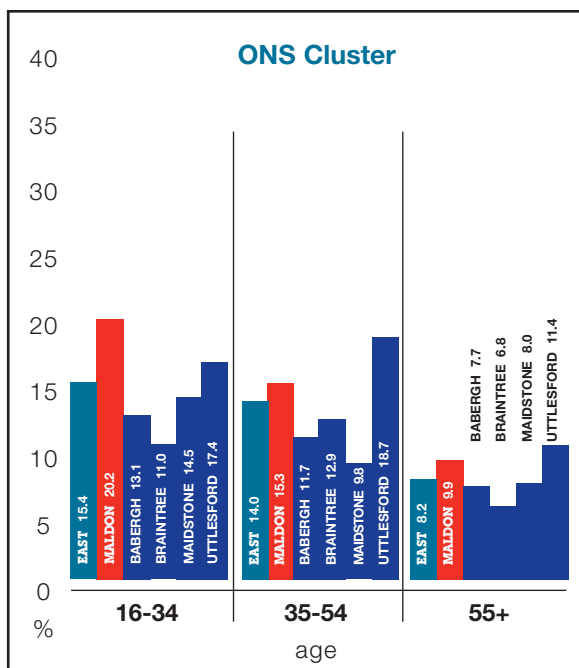
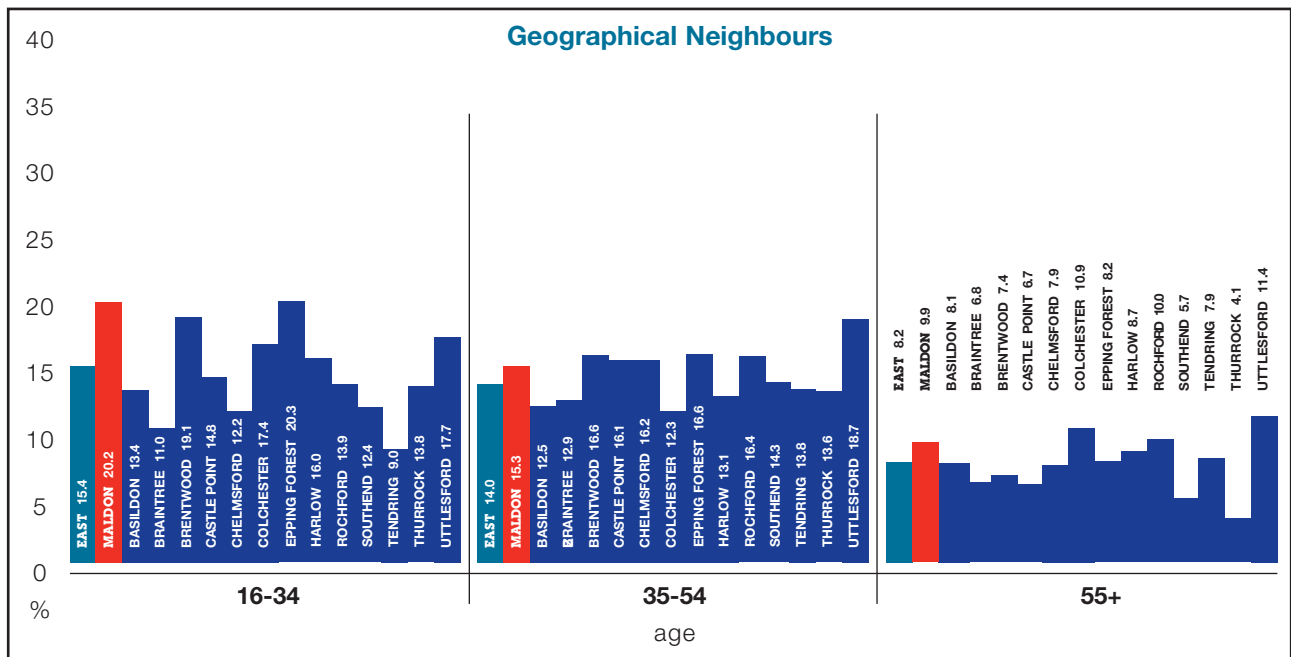
1. Index of Multiple Deprivation.

2. Office of National Statistics.

See Section 7 for further information about IMD & ONS data.

## PARTICIPATION, 1 OCCASION PER WEEK

The following analysis shows the percentage of people who have taken part in moderate intensity activity (sport & recreation activity) on **1 occasion of 30 minutes** once a week (or 4-7 occasions over the previous 28 days).

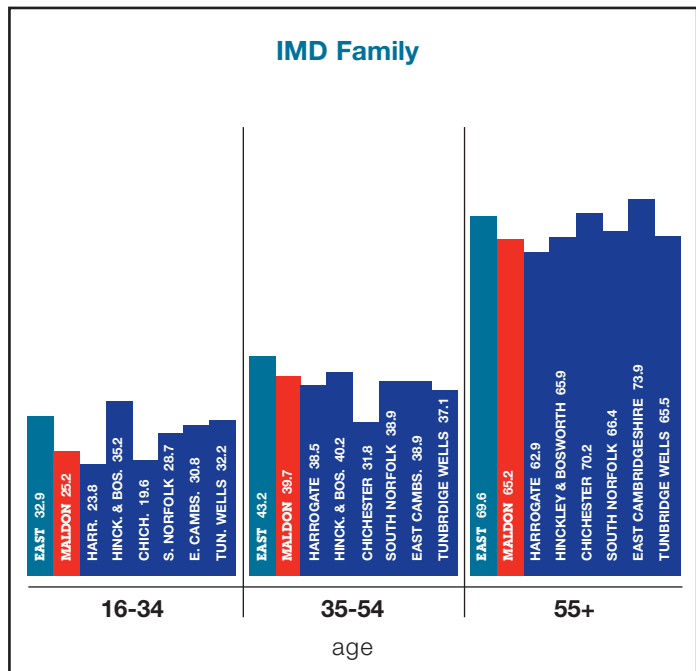
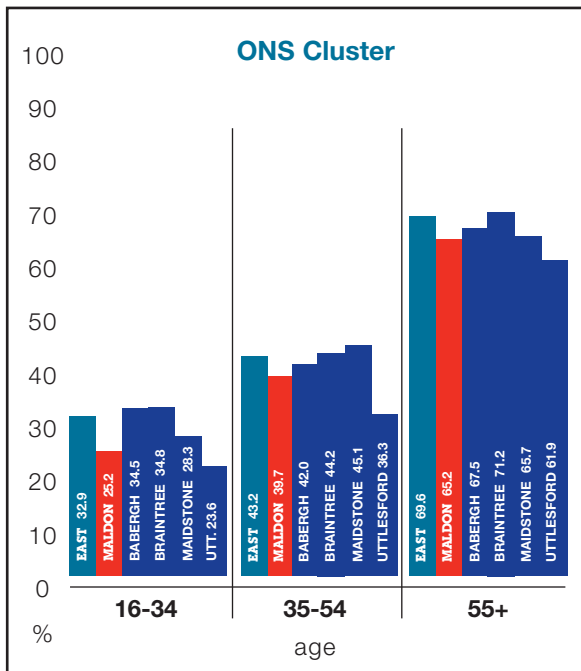
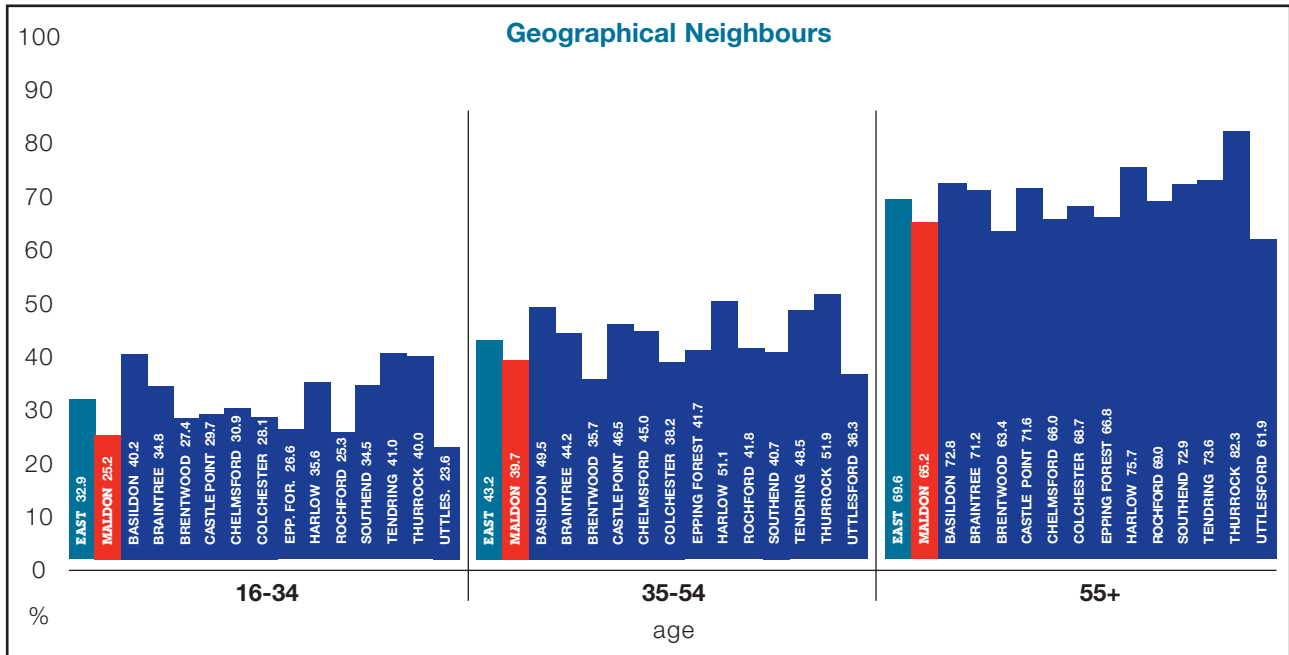


### Comment

One in five people in Maldon aged 16 to 34 years participated in sport or active recreation once a week, as the age of Maldon residents grew their participation rate drops dramatically with only one in ten people aged over 55 years taking part this regularly, however this slowing down of participation levels across the age groups could be seen across the comparator groups. Maldon had a higher rate of participation for people aged 16 to 34 years than any of its ONS group.

## ZERO PARTICIPATION

The following analysis shows the percentage of people **who have not** taken part in moderate intensity activity (sport & recreation activity) of 30 minutes duration (over the previous 28 days).



### Comment

One in four people aged 16 to 34 years in Maldon reported not taking part in any sport or active recreation in the last 28 days. This rate of non-participation was significantly lower than that reported across the Eastern region and was also lower than its entire geographical group. Rates of non-participation were also significantly lower in Maldon for the 35 to 54 and over 55 year age groups than the figure for the Eastern region.



## 4. Further Analysis of Participation

### Frequency of participation amongst people with a limiting disability

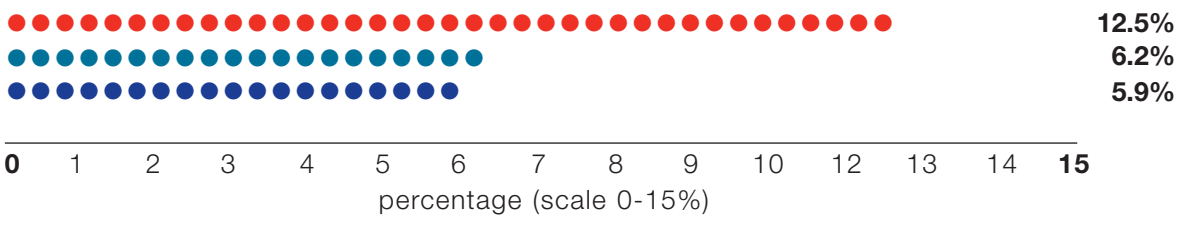
The graphs below show participation amongst people with a limiting disability, comparing frequency of participation over the previous 28 days.

- Maldon
- East
- England

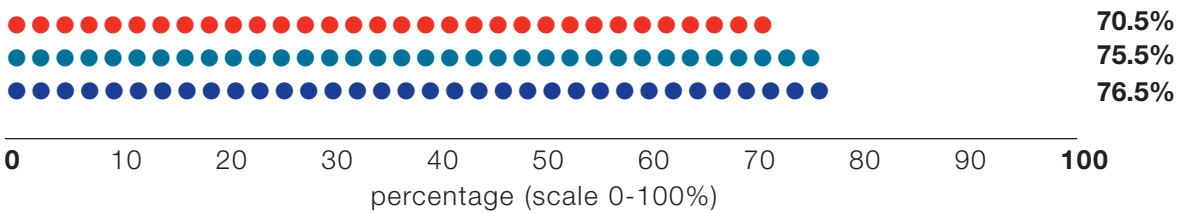
Participation in moderate intensity activity (sport & recreation activity) on at least **3 occasions of 30 minutes** per week



Participation in moderate intensity activity of 30 minutes (sport & recreation activity) **once a week** (or 4-7 occasions) over the previous 28 days



The graph below shows **zero participation** in moderate intensity activity over the previous 28 days



**Comment**  
 The number of people in Maldon with a limiting disability was small, however the answers given showed that significantly more people in Maldon with a limiting disability took part in sport or active recreation once a week than the regional and national figures. Seven out of ten people in Maldon with a limiting disability reported that they had not taken part in any sport or active recreation in the last 28 days.



### Frequency of Participation by Socio Economic Classification

This graph shows participation by higher (NS SEC 1-4)<sup>3</sup> and lower (NS SEC 5-8)<sup>4</sup> socio-economic groups, comparing frequency of participation over the previous 28 days.

• **Maldon** • **East** • **England**

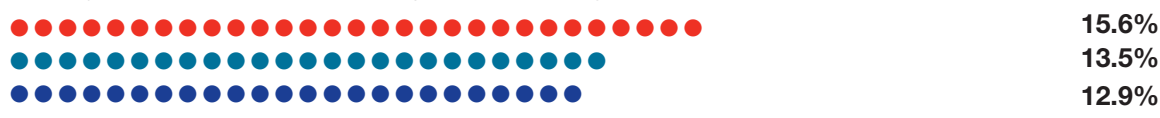
Participation in moderate intensity activity (sport & recreation activity) on at least **3 occasions of 30 minutes** per week for NS SEC 1-4



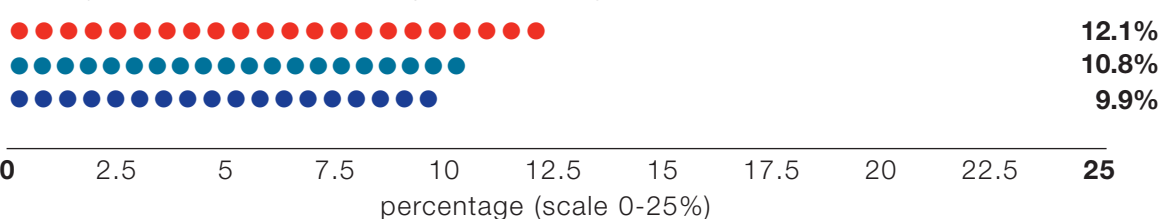
Participation in moderate intensity activity (sport & recreation activity) on at least **3 occasions of 30 minutes** per week for NS SEC 5-8



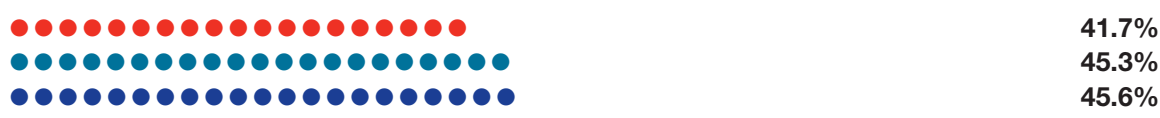
Participation in moderate intensity activity (sport & recreation activity) **once a week** (or 4-7 occasions) for NS SEC 1-4 over the previous 28 days



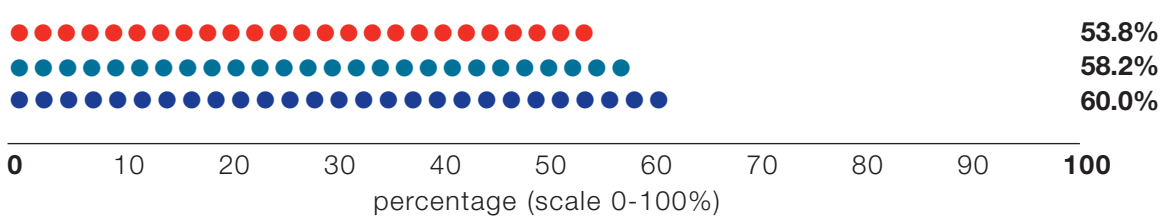
Participation in moderate intensity activity (sport & recreation activity) **once a week** (or 4-7 occasions) for NS SEC 5-8 over the previous 28 days



The graph below shows **zero participation** in moderate intensity activity (over the previous 28 days) for NS SEC 1-4



The graph below shows **zero participation** in moderate intensity activity (over the previous 28 days) for NS SEC 5-8



#### Comment

One in four people in Maldon from the higher socio-economic group (1-4) took part in sport or active recreation three times a week, however only one in six people from the lower socio-economic group (5-8) reported this level of participation. Significantly more people in Maldon from the higher socio-economic group (1-4) took part in sport or active recreation on one occasion a week than the regional figure. Levels of non-participation were significantly higher in Maldon residents from the lower socio-economic group (5-8) than those in the higher socio-economic group (1-4).

3. NS SEC 1-4 relates to classifications A, B, C1.

4. NS SEC 5-8 relates to classifications C2, D, E.

For more information on NS SEC please see: [www.statistics.gov.uk/methods\\_quality/ns\\_sec/](http://www.statistics.gov.uk/methods_quality/ns_sec/)

## 5. Other Indicators

The table below shows data for the other 5 Key Performance Indicators collected through the Active People Survey, as well as data relating to walking and cycling.

Indicator	Maldon	East	England
Volunteering (1 hour, week)	6.2%	4.9%	4.7%
Club Membership (in past 28 days)	28.0%	26.2%	25.1%
Receiving Coaching/Tuition (in the past 12 months)	21.4%	19.0%	18.0%
Competition (in past 12 months)	17.9%	16.0%	15.0%
Satisfaction (with local sports provision)	68.7%	71.0%	69.5%
Cycling (at least one moderate intensity cycle of 30 minutes duration in the previous 28 days)	9.3%	8.6%	7.8%
Walking (at least one moderate intensity walk of 30 minutes duration in the previous 28 days)	22.9%	20.0%	20.0%

### Comment

One in four Maldon residents reported receiving coaching or tuition while nearly one in six people stated that they had taken part in an organised competitive sport, both of these results were significantly higher than the figure for England. One in sixteen Maldon residents volunteered to support sporting activities. One in four of Maldon residents walked regularly while one in eleven cycled.

## 6. Key Points

- One in five people in Maldon took part in sport or active recreation three times a week.
- One in six men in Maldon participated in sport or active recreation once a week, significantly more than the national figure, however only one in eight women in Maldon took part this frequently.
- Nearly half Maldon residents (46.6%) reported they had not taken part in any sport or active recreation in the last 28 days, with two thirds of people over 55 years reporting that they had not participated at all.
- Significantly more people in Maldon with a limiting disability took part in sport or active recreation once a week than the regional and national figures.
- Levels of non-participation were significantly higher in Maldon residents from the lower socio-economic groups than those from higher socio-economic groups.
- More people reported that they had volunteered, been a club member and received coaching/tuition than the Regional and National levels.
- Walking and cycling had higher rates than the East and England.
- Satisfaction with local sports provision in Maldon was lower than the Regional and National figures.

## 7. Accessing More Information

The following section references other sources of data and research that are available to help policy makers and practitioners to develop effective interventions.

### Active People Diagnostic

The purpose of this profile is to report information about participation in sport and active recreation at a local level and therefore present an indication of activity levels across the East of England. More detailed data about participation, volunteering, club membership, satisfaction levels, and about people who are involved in competitive sport or those receiving coaching is available and can be accessed using Active People diagnostic. This is a web based report and analysis tool, for more information visit: [www.sportengland.org/index/get\\_resources/research/active\\_people.htm](http://www.sportengland.org/index/get_resources/research/active_people.htm).

### Active Places Power

Active Places Power provides a planning tool for sports facilities. It is designed to assist in investment decisions and the development of infrastructure improvement strategies for sport. It assists in giving an indication of total space per population. For further information about the Active Places data visit the APP website at: [www.activeplacespower.com](http://www.activeplacespower.com)

### East of England Public Health Observatory

The East of England Public Health Observatory produce annual health profiles, designed to show the health of people in each local authority area. A range of data relating to health and health inequalities is available, visit: [www.erpho.org.uk](http://www.erpho.org.uk)

### East of England Observatory

The Observatory provides access to reports and information resources about the socio-economic and environmental development of the East of England. The site is for researchers, planners and policy makers and those working in economic development. Content is from the East of England Development Agency, the East of England Regional Assembly and the Government Office for the East of England and many other organisations interested in the economic development of the region. A range of relevant reports and information from other organisations is also linked. All this can be found at: [www.eastofenglandobservatory.org.uk](http://www.eastofenglandobservatory.org.uk)

### Index of Multiple Deprivation

This is a ward-level index made up from seven indicators (income; employment; health deprivation and disability; education, skills and training; housing; geographical access to services and crime). Each of these indicators is measured separately and ranked accordingly across England. These are then combined into a single overall measure. To access the IMD data visit: [www.communities.gov.uk/index.asp?id=1128440](http://www.communities.gov.uk/index.asp?id=1128440)

### Office of National Statistics

The ONS provides a wealth of data relating to the 2001 census. The ONS website enables the user to get detailed local demographic profiles, information about housing, employment, health and care, crime and safety and more. The ONS also produces Corresponding Areas for each Local Authority in the UK which is based on 2003 LA boundaries and 2001 Census data. Local Authorities are grouped into clusters according to how similar they are based on a series of common characteristics such as demographics, economic and social factors, household composition, employment and industry. Each Local Authority has up to four other Local Authorities in its cluster. For more information visit: [www.statistics.gov.uk](http://www.statistics.gov.uk)

### Physical Education and Sport Sport-Club Links

The PESSCL survey is undertaken by all schools in the East region through School Sport Partnerships (SSPs) (groups of schools, usually with a Sports College as the hub-site, working together to develop PE and sport opportunities for all young people). This aims to assess the range and quality of school PE and sport provision, including the number of pupils receiving at least two hours a week of high quality PE and school sport within and beyond the curriculum. The overall aim of PESSCL is to enhance the take-up of sporting opportunities by 5-16 year olds. Overall, 83% of pupils in Partnership schools in the East region spend at least two hours in a typical week on high-quality PE and school sport. By 2008 the national percentage of school children participating in at least 2 hours has been set at 85%. It is not possible to directly compare this participation rate to that of adults (16+) as a different method of measurement is used (ie. 2 hours in PE and/or sport and 3x30 minutes participation in sport or active recreation). However, it does provide important and useful context in better understanding the proportion of young people accessing regular sport and PE.

### Understanding Participation

Sport England have undertaken and collated a range of research investigating why people – particularly in ‘hard to reach groups’ – do not participate in sport and physical activity and the ways in which public intervention can motivate behaviour change and reduce the barriers. To get more information visit: [www.sportengland.org/index/get\\_resources/research/understanding\\_participation.htm](http://www.sportengland.org/index/get_resources/research/understanding_participation.htm)

## 8. Next Steps

Increasing participation is a huge challenge that confronts the delivery system for sport, from Sport England and partners nationally to local Community Sport Networks.

It is important that we work together, align our thinking and ensure that our effort and response is coordinated. Sport England East will continue to work with the 6 County Sport Partnerships across the region to develop a coordinated regional strategy for driving participation. This will include:

- Supporting Community Sport Networks, specifically in accessing the data and using this to develop a targeted approach.
- Working to embed sport and recreation within Local Area Agreements, including specific targets relating to increasing participation.
- Identifying and sharing good practice relating to interventions and approaches that have proved effective in delivering increases in participation.
- Working in collaboration with researchers across the region to undertake further secondary research into the environmental determinants of participation in sport and recreation.
- Undertaking further analysis and ensuring that the new East Region Plan for Community Sport 2008-2012 is evidenced by the dataset.

At a local level we strongly encourage partners to use this profile and more detailed data from the Active People diagnostic to:

- The County Sports Partnership and Community Sport Network to undertake further analysis, particularly to assess the impact of specific activities, including walking and cycling on regular participation.
- Raise the profile of participation and inactivity and use this as the basis to initiate renewed discussions about how your local area is going to address this issue.
- Work collectively through the Community Sport Network (or a group of local partners, including the CSP, where this does not yet exist) to agree local priorities. The dataset can help to direct you to specific groups that have comparatively low participation rates (compared to other groups or the same group in other local authority areas).
- Review and challenge the mix of interventions that currently exist within your area, whether private, voluntary or public and assess to what extent these interventions are addressing your agreed priorities.
- Cease, sustain or refresh existing interventions and design new interventions that address your priorities.
- Develop a realistic Community Sport Network action plan evidenced by Active People and work to link the participation targets in this plan with the area Community strategy.

Developing a methodical approach to service delivery is fundamental if we are to create an active nation. We need to better understand participation patterns at a local level and to be able to respond to this with the creation of innovative partnerships and interventions which tackle the issue of inactivity and low participation rates. We must work together to better understand what works and to do this we must improve the measurement of specific interventions and ensure that we identify and share good practice.

For further information and support in taking this work forward, please contact Sport Essex on 01245 702439 or contact Sport England East on 020 7273 1821 Libby Jones or 020 7273 1810 Carolyn Benjamin.

### Notes

**(1)** The data presented does not include confidence intervals. These intervals vary according to the size of the base. For more information about confidence intervals please refer to Active People Diagnostic tool. **(2)** Where the term activity is used, this means sport and active recreation including fitness activities, gym, recreational cycling and recreation walking. for more information visit: [www.sportengland.org/index/get\\_resources/research/active\\_people/active\\_people\\_faq.htm](http://www.sportengland.org/index/get_resources/research/active_people/active_people_faq.htm) **(3)** Only activity which is at least 30 minutes duration and is considered of moderate intensity is included within the KPI for participation. **(4)** Active People Diagnostic also enables Local Authorities to compare by IPF (Inst. of Public Finance) group. **(5)** Frequency of participation is measured over a 28 day period. **(6)** Limiting disability means that the respondent reports that they have a disability which limits their activity. **(7)** Moderate intensity means enough to raise the breathing rate. **(8)** Frequency of participation means the number of occasions over a 28 day period. Active People Diagnostic provides information on 1-3 days, 4-7 days, 8-11 days, 12-19 days and 20+ days over the past 28 days. **(9)** Sample sizes are 1,000 per Local Authority Area.



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### Further information

To find out more about Sport England and to get the latest news and information, please go to: [www.sportengland.org/east](http://www.sportengland.org/east)

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