

## APPENDIX 2

### The Local Profile

#### Key facts about health locally

- Over the next 10 years the local population will increase by 7,000, with the numbers aged over 70 rising by one third.
- About 16.2% of Year 6 children are classified as obese, lower than the England average (19%).
- Levels of alcohol specific hospital stays among those under 18 and smoking in pregnancy are worse than the England average.
- While people are living longer, they are dying earlier than the England average.
- Cancer and circulatory disease are the main causes of death for people aged under 75.
- Around three-quarters of people will die from a cancer, circulatory or respiratory-related illness.
- There are big health inequalities in the area. In the most deprived areas, men die 10.4 years earlier than those in the least deprived areas; for women it is 7.4 years.
- 20% of expectant mothers smoke during pregnancy.
- Around 20% of adults smoke and 21% are obese.

*[source: Lancashire North Clinical Commissioning Group & DH Health Profile Lancaster]*

#### How Active is Lancaster district?

- 28.1% of adults in Lancaster take part in sport and active recreation compared to the national average of 21.8% *[Sport England Active Peoples Survey 5]*
- However, 42.6% of adults do no sport or active recreation at all. *[Sport England Active Peoples Survey 5]*
- 42.4% of adult residents in Lancaster want to start playing sport or do a bit more. *[Sport England Active Peoples Survey 5 - Latent Demand]*

#### What are Lancaster district's sporting statistics?

- 12.3% of your adult residents are regular sports volunteers, compared to the national average of 7.3% *[Sport England Active Peoples Survey 5]*
- 31.3% are members of sports clubs, compared to 23.3% nationally *[Sport England Active Peoples Survey 5]*
- 64.9% are satisfied with sporting provision in the area, compared to 69.0% nationally *[Sport England Active Peoples Survey 4]*
- Your most popular sports for adults are: Cycling, Gym, Swimming, Football and Athletics. *[Sport England Active Peoples Survey 5]*

Data released from the Active People's Survey (APS5) shows that within the district there has been a significant increase in sport and physical recreation participation by adults aged 16 years and over since the commencement of the APS survey in 2005. The data release for NI8 APS 5 shows Lancaster with a **6.0% increase** in participation, the highest increase within Lancashire and the North West.

### What does inactivity cost?

- The health costs of inactivity in Lancaster is at least £2.1 million per year [*Department of Health - Be Active Be Healthy, Year 2006/7, measure: cost of inactivity*]
- Nationally the cost of responding to incidents of anti-social behaviour is £3.4 billion per year [National Audit Office, (2006)]

### The value of investing in sport

- Sport contributes economically to the Lancaster district with 40 businesses trading in sporting goods or services in the area [*Sport England Local Sport Profiles (published December 2010)*]
- The health gains of a 30-49 year-old who plays football are valued at £27,600 over their lifetime [*Culture and Sport Evidence programme research (July 2010)*]
- Youngsters who are active have numeracy scores, on average, 8% higher than non-participants [*Culture and Sport Evidence programme research (July 2010)*]
- Sport is the number one choice for volunteering: 52% of adults who volunteer do so in sport. [*Communities and Local Government Citizenship Survey (2008-09)*]

### Active People Survey

National Indicator 8 (formally NI8: sport and active recreation) is the indicator for sport and active recreation and it is being measured by Sport England's Active People Survey (phone based survey). It supports PSA21 – cohesive, active and empowered communities.

The definition for NI8 is: the percentage of the adult population in a local area who participate 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).

Measurement of NI8 measures participation in moderate intensity sport and active recreation among adults aged 16 and over.

Although the Active People Survey relates to the district as a whole, it can be surmised that a percentage of people interviewed as part of the survey and who take part in moderate activity 3 times per week, would at some time be utilising Salt Ayre Sports Centre to take part in some activity, and thus this data does provide an indication of the sports centre's value.

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#### Adult (16+) Participation in Sport & Active Recreation (formerly NI8) by year, frequency and gender

Indicator	Year	Lancaster			North West		
		All	Male	Female	All	Male	Female
12+ days / 3x30 - NI8	2005/06	22.1%	24.3%	20.1%	20.8%	24.6%	17.2%
	2009/11	28.1%	29.7%	26.6%	22.5%	26.4%	18.8%

Source: Active People Survey, Year: 2005/06 (APS1), 2009/11 (APS4/5) or 2010/11 (APS5) if LA sample is boosted, Measure: Adult participation

**NB - Former NI8 Key Indicator has been highlighted (i.e. 3x30 min sessions or more of moderate intensity activity a week)**