

# The Knowledge

No. 01/07

## Active People

### What Active People can do for you?



**Increasing  
Participation**

#### Why Active People?

- Sport England has an objective agreed with Government to increase participation in sport by an average of 1% a year for priority groups (see The Knowledge, No. 04/07).
- The Framework for Sport in England has identified a longer-term target to continue this growth to at least 2020 to establish England as the most active nation in the world.
- Having the reliable facts and figures available to us on how many people participate in sport and how this varies from place to place and between different groups is essential if we are to establish whether these ambitious targets are being achieved and where we need to focus our efforts.

#### Background to Active People

- The Active People Survey is a national survey, conducted by Ipsos MORI on behalf of Sport England. The survey began on 14th October 2005 and ran until October 2006 surveying over 354,000 households on a range of questions relating to sport and active recreation. This equates to 1,000 completed questionnaires per Local Authority.
- The survey is telephone - based and is conducted over a full year to take account of seasonal variations in participation. The survey will be repeated in three years time to enable the tracking of changes from the baseline data.

#### What can the Active People Survey do for you?

- The Active People Survey provides Sport England and its partners with an unprecedented picture of participation in sport and active recreation at Local Authority level and across England as a whole.
- Information is collected on a number of indicators to enable us to get an insight into how physically active the nation is. The data gives Local Authorities, County Sports Partnerships and Primary Care Trusts important benchmark information to help drive increases in the number of people who take part in sport and physical activity. This relates to the National Framework for Sport target to increase participation in sport by 1% per year
- Findings from the survey will help to identify how participation varies from place to place but also how it varies between a broad range of demographic groups, such as gender, social class, ethnicity, household structure, age and disability.

- In light of the findings, Sport England, working with County Sports Partnerships, Community Sports Networks, Local Authorities and sports bodies throughout the country, will be able to better identify where resources should be targeted to improve community sport. Utilising this knowledge will help to inform future policy and resource allocation.
- In addition, the survey can be used as a marketing tool to encourage the nation to become more active through sport and demonstrate the benefits that sport can bring to the health of the nation.
- The results will also inform the new sport and recreation indicators in the Comprehensive Performance Assessment (CPA) for single tier authorities.
- Finally, information gathered from the Active People Survey will work in tandem with information on sports facility provision available via Active Places [www.activeplaces.com](http://www.activeplaces.com) and Active Places Power [www.activeplacespower.com](http://www.activeplacespower.com). Together this will help Sport England and partners identify gaps in provision and address barriers to access.

### Repeating the Active People Survey

- Active People 'year 2' will commence in the middle of October 2007 and run for 12 months. Thereafter, the survey will be repeated annually.
- Each year we will interview a representative sample of 500 adults (16 plus) per local authority (this is compared to 1,000 for each local authority in the 2005/6 survey). This will give a total annual sample of approximately 177,000.
- The annual sample size of 177,000 (500 per local authority) will enable precise measures of change in participation to be established at a national and regional level. At County Sport Partnership (CSP) level the ability to measure change annually will depend on the extent of change and the sample size. However, all CSP's will be able to measure change (assuming 1% a year) from the baseline to the end of 2009 using a cumulative sample collected over the two year period (2007/8 and 2008/9 surveys).
- It will be possible to measure anticipated change (1% a year) from the 2005/6 baseline for local authorities after the two years of data collection (2007/8 and 2008/9) using a cumulative 2 year sample.
- The repeat of the survey will give an accurate indication over time of how sporting our nation is, and allowing us to measure the effectiveness of our work to get more people participating in sport and active recreation every year. For more information see: [http://www.sportengland.org/index/get\\_resources/research/active\\_people.htm](http://www.sportengland.org/index/get_resources/research/active_people.htm)

### How can I access the data?

- Active People Diagnostic is an innovative online reporting and analysis tool which gives stakeholders access to their survey results at the touch of a button. It is a unique resource providing state-of-the-art reporting and analysis capability which enables users to assess levels and patterns of sport and active recreation in their area or sport, and to benchmark and profile performance.
- Active People Diagnostic is a powerful local strategic planning tool and will be used by local authorities, county councils, County Sport Partnerships, National Governing Bodies, and other national and regional partners.
- To find out more about Active People Diagnostic visit: [http://www.sportengland.org/active\\_people\\_diagnostic\\_pdf.pdf](http://www.sportengland.org/active_people_diagnostic_pdf.pdf)