Sport and Physical Activity Strategy
2017 – 2021
Update on Progress

Dave Stock
Principle Officer – Leisure and Recreation (Operational Services)
Background / Process

Stage 1
Data gathering / information needs

Stage 2
Information analysis / area narrative

Stage 3
Draft strategy / testing priorities

Stage 4
Final Strategy
Base Line Data

• Staffordshire Moorlands Locality Profile (Staffordshire County Council / Staffordshire Observatory)

• Active People Survey 2012 to 2014 (Sport England)

• Sport and Physical Activity Local Insight Report (Staffordshire University, School of Psychology, Sport and Exercise, Jan 2016)
Ongoing Data to Insight

- Active People data and Segmentation
- Unmet Demand
- Leisure Centre / Membership Data
- Clubs and Coaches Data (location / membership level / split etc.)
- Health Data (JSNA)
- Young People participation data
- Facility Mapping Public / Voluntary / Private (including formal open spaces / play areas)
- GHS Demographic data (gender/age/BME etc.)
- Economic status of the Population
- Clinical Commissioning Groups
- Core Sport / PA programme participation (local non facility programmes)
- Crime / Antisocial behaviour data
- Disability Sport Participants / Clubs
- Housing Growth
Headline demographics
<table>
<thead>
<tr>
<th>POPULATION DEMOGRAPHICS</th>
<th>Staffordshire Moorlands</th>
<th>Sport Across Staffordshire &amp; Stoke-on-Trent (SASSOT)</th>
<th>England</th>
</tr>
</thead>
<tbody>
<tr>
<td>AGE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-15</td>
<td>16,000/16.48%</td>
<td>198,432/18.08%</td>
<td>18.9%</td>
</tr>
<tr>
<td>16-25</td>
<td>10,183/10.49%</td>
<td>139,099/12.67%</td>
<td>13.2%</td>
</tr>
<tr>
<td>26-34</td>
<td>8,120/8.35%</td>
<td>113,590/10.35%</td>
<td>12.1%</td>
</tr>
<tr>
<td>35-44</td>
<td>13,475/13.88%</td>
<td>152,641/13.91%</td>
<td>14.0%</td>
</tr>
<tr>
<td>45-54</td>
<td>14,430/14.86%</td>
<td>156,509/14.26%</td>
<td>13.7%</td>
</tr>
<tr>
<td>55-64</td>
<td>14,517/14.95%</td>
<td>141,554/12.9%</td>
<td>11.6%</td>
</tr>
<tr>
<td>65+</td>
<td>20,381/20.99%</td>
<td>195,672/17.8%</td>
<td>16.3%</td>
</tr>
<tr>
<td>GENDER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>49,316/50.7%</td>
<td>533,584/50.44%</td>
<td>50.8%</td>
</tr>
<tr>
<td>DISABILITY</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Not Limited</td>
<td>76,651/78.94%</td>
<td>878,349/80.03%</td>
<td>82.4%</td>
</tr>
<tr>
<td>Limited</td>
<td>20,455/21.07%</td>
<td>219,148/19.97%</td>
<td>17.6%</td>
</tr>
<tr>
<td>SOCIAL GRADE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Social Economic Groups 1-4</td>
<td>39,401/48.58%</td>
<td>402,019/44.72%</td>
<td>53.5%</td>
</tr>
<tr>
<td>Social Economic Groups 5-8</td>
<td>28,570/35.23%</td>
<td>348,388/38.75%</td>
<td>37.5%</td>
</tr>
</tbody>
</table>
Demographics Summary

When compared to the Sport Across Staffordshire and Stoke-on-Trent (SASSOT) area:

**Staffordshire Moorlands** has

A higher % of:
- 55 + year olds
- Those in social economic groups 1-4

And a lower % of:
- 0 – 34 year olds
- Social Economic groups 5 - 8
Staffordshire Moorlands Locality Profile 97,900

• 27% of people 16+ are “inactive” (<30min PW)
• 66% of people 16+yrs carry excess weight (43% - overweight / 23% - Obese)
• Too many residents have excess weight, eat unhealthily and are inactive
• Communities facing multiple challenges; (priority areas) Leek North, Biddulph East, Cheadle North East, Leek East, Caverswall, Cheadle South East and Churnet.
Staffordshire Moorlands Locality Profile 97,900

- Around 25% of children aged four to five in Staffordshire Moorlands have excess weight (overweight or obese) with rates being higher than average.
- Around 32% of children aged 10-11 (Year 6) have excess weight with rates being higher than average.
- When compared to CIPFA district comparators, for both Reception and Year 6 children, Staffordshire Moorlands had some of the highest excess weight rates.
Staffordshire Moorlands Locality Profile 97,900

• The number of people on depression, diabetes, dementia and hypertension registers in Staffordshire Moorlands is higher than the national averages.

• 21% of residents have a long term limiting illness or disability
<table>
<thead>
<tr>
<th>Year</th>
<th>England</th>
<th>SASSOT</th>
<th>Staffordshire Moorlands</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>29.40%</td>
<td>31.70%</td>
<td>30.70%</td>
</tr>
<tr>
<td>2013</td>
<td>28.30%</td>
<td>29.90%</td>
<td>25.10%</td>
</tr>
<tr>
<td>2014</td>
<td>27.70%</td>
<td>30.00%</td>
<td>29.80%</td>
</tr>
</tbody>
</table>

Source: Sport England, APS 6/7 to 8/9
Staffordshire Moorlands– Inactive disability

Source: Sport England, APS 6/7 to 8/9
Staffordshire Moorlands – Nearest Neighbours – Active

Staffordshire Moorlands nearest neighbours - Active trend

Source: Sport England, APS
Latent Demand

36,000 (+16) people in Staffordshire Moorlands would like to be more active

Figure 5 Latent demand trends for those aged 16+ and those aged 65+ from APS 2 to APS 9 in the Staffordshire Moorlands
Leisure Centres

<table>
<thead>
<tr>
<th>Centre</th>
<th>*Average Membership</th>
<th>Monthly Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brough Park Leisure Centre</td>
<td>1050</td>
<td>26500</td>
</tr>
<tr>
<td>Biddulph Valley Leisure Centre</td>
<td>830</td>
<td>23500</td>
</tr>
<tr>
<td>South Moorlands Leisure Centre</td>
<td>530</td>
<td>22500</td>
</tr>
</tbody>
</table>

* Sept 15 – Feb 16
Staffordshire Moorlands Summary

• Headlines:
  – Proportion of adults that are inactive is decreasing
  – Proportion of those doing 1x30 is increasing
  – Proportion that is active appears stable

• Inequalities:
  – Gender inequality is widening across all indicators
  – Disability inequality is widening
  – Active and inactive inequality is widening between social economic groups
Staffordshire Moorlands Summary

• Staffordshire Moorlands has tends to have larger inequality gaps (especially within those deemed as ‘Active’) between:
  – Genders
  – Social grade groups
  – Between those with and without a disability

• Against nearest neighbours, Staffordshire Moorlands doesn’t compare favourably in terms of the proportion of the population deemed ‘Active’
Progress / Time scales

November 16
- Data Gathering
- Stakeholder consultations
- Gap Analysis

January 2017
- Draft Strategic Outcomes.
- Draft Delivery Framework

March 2017
- Full Draft Strategy

Refine Data and Consultation
Testing Priorities
Questions ?