

# **Warrington Sport & Physical Activity Profile 2014**

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# 1 Spotlight on SPA

This report analyses survey data on participation in physical activity to assess Warrington's performance against a range of national measures. Surveys are carried out with a subgroup (sample) of the population, and the data produced are estimates of the figure that would be obtained from a census of the whole population. This means that survey data are always subject to a certain margin of error.

In interpreting the findings within the report it should be noted that **if the margins of error around two figures overlap, then the difference between the reported figures may be due to survey sampling rather than reflecting a true difference in performance.** In this case, the difference between figures is regarded as 'not statistically significant'.

## 1.1 Policy background

Physical inactivity is thought to cost the NHS £1.06 billion per year in direct treatment of inactivity-related disease<sup>1</sup>, and to cost the English economy £5.5 billion per year in sickness absence and £1 billion due to the premature death of people of working age<sup>2</sup>.

Sport England data<sup>3</sup> puts the annual cost to the NHS of physical inactivity in Warrington at £2.05 million per 100,000 residents, and this is thought to be an under-estimate. Ukactive estimates the annual cost to the NHS of physical inactivity in Warrington to be £17.13 million per 100,000 residents<sup>4</sup>.

The aim of the Active Warrington Partnership is for Warrington to become more active and healthier every year, and there is a specific target for Warrington to become the most active borough in the North West by 2016. The activities of the Partnership support the priorities of the Warrington Health & Wellbeing Strategy, and specifically the aim that local people should "enjoy good physical and mental health".

## 1.2 Warrington - People and Health

The latest estimates from the Office for National Statistics put Warrington's population at 205,100, of whom 168,500 people are aged 16+<sup>5</sup>. Nine out of ten residents are of White ethnic background (96.4%)<sup>6</sup>. Warrington has seen faster population growth than the national average in recent years, and the population is expected to grow by 13.4% between 2012 and 2032, which is comparable to the national average and above-average for the North West<sup>7</sup>.

Warrington's economy is one of the most buoyant in the North West. According to the Centre for Cities<sup>8</sup>, Warrington is ranked amongst the top ten English large towns and cities for its rate of employment, the ratio of private to public sector employment, average weekly wages, new business starts and GCSE results. Unemployment is lower than the regional and national

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<sup>1</sup> Allender S., Foster C., Scarborough P. and Rayner M. (2007) The burden of physical activity-related ill health in the UK. *Journal of Epidemiology and Community Health* 61: 344–348.

<sup>2</sup> Ossa D. and Hutton J. (2002) *The Economic Burden of Physical Inactivity in England*. London: MEDTAP International.

<sup>3</sup> *Costing Report: Four Commonly Used Methods to increase Physical Activity* (2005) National Institute for Health and Care Excellence at [www.nice.org.uk/guidance/ph2/resources/four-commonly-used-methods-to-increase-physical-activity-costing-report2](http://www.nice.org.uk/guidance/ph2/resources/four-commonly-used-methods-to-increase-physical-activity-costing-report2)

<sup>4</sup> *Turning the tide of inactivity* (2014) ukactive at [www.ukactive.com/turningthetide](http://www.ukactive.com/turningthetide)

<sup>5</sup> Midyear Population Estimates, ONS (2013)

<sup>6</sup> Annual Population Survey, ONS (2013)

<sup>7</sup> 2012-based Subnational Population Projections, ONS (2014)

<sup>8</sup> *Cities Outlook*, Centre for Cities (2014) at <http://www.centreforcities.org/assets/files/2014/Warrington.pdf>

averages, and median gross weekly pay is £498.90, which is above the North West average but below the figure for England (£520.70)<sup>9</sup>. Employment in the sports sector is growing.

Overall Warrington's residents give ratings for their own health that are similar to the English average, but health data shows that local people tend to live shorter lives than the national average, and tend to live for less time in good health. Warrington has a higher premature death rate than the English average, a higher premature death rate caused by cardiovascular disease, a higher rate of excess weight and a higher rate of deaths caused by smoking.

Overall Warrington is one of the less deprived areas of England, but it has hotspots of significant deprivation and also areas of significant affluence. In terms of health, in comparison with the Warrington average there are hotspots for self-reported poor health, for incidence of a health condition or disability that limits daily activities, for excess weight (the hotspots differ for men and women), for prevalence of at least three risk factors for cardiovascular disease amongst men (Central area), and for increased deaths from smoking (some wards within Central area). There are also hotspots where women are significantly less likely than the Warrington average to be active (Burtonwood and Winwick, Poplars and Hulme, and Orford).

### 1.3 Physical activity – Headline Performance

#### 1.3.1 Sport England: Participation

Sport England assesses physical activity levels in sessions of moderate intensity exercise lasting for 30 minutes, under several measures (see section 6.1 for definitions). Warrington's performance exceeds both national and regional averages for all but three measures (i.e. the difference in figures is statistically significant). For the remaining three measures the margins of error for the different figures overlap, and the differences are not statistically significant.

#### ***Sport England - Participation compared (2012/13)***

Measure	Warrington %	North West %	England %	Statistically significant difference?
Sports participation at least once per week (age 16+)	41.4	35.8	35.7	✓
Sports participation at least once per week (age 14+)	42.9	36.9	36.7	✓
Sports participation three or more times per week (age 16+)	21.2	17.9	17.4	✗
Sport and active recreation three or more times per week (age 16+) = NI 8	28.2	26.1	26.0	✗
Sports participation – any sport (less than 1 x 30 minutes per week)	52.6	48.0	46.8	✓
No sports participation	47.4	53.2	52.0	✓
Participation in organised sport – any organised sport	43.4	30.7	33.4	✓
Participation in organised sport – Club membership	27.9	21.4	21.5	✓
Participation in organised sport – Competition	19.1	11.5	12.6	✓
Participation in sport-related volunteering	14.1	11.4	13.6	✗

Source: Sport England Active People Survey 7

<sup>9</sup> Annual Survey of Hours and Earnings, ONS (2013)

### 1.3.2 Public Health England: Sport and active recreation

Public Health England measures physical activity via the Active People Survey using the sport and active recreation definition of activity, but has a target of 150 minutes of sport or active recreation to be carried out in 30-minute sessions over one week. On this measure, Warrington's performance is not significantly different from the national and regional averages.

#### **Public Health England - Activity compared (2012/13)**

Measure	Warrington %	North West %	England %	Statistically significant difference?
Physically active (at least 150 minutes of activity per week)	54.1	53.5	55.6	x
Physically inactive (less than 30 minutes of activity per week)	27.5	31.7	28.9	x

Source: Sport England Active People Survey 7

### 1.3.3 Chief Medical Officer Recommendation

The Chief Medical Officer for England recommends that adults (aged 19-64) do at least 150 minutes of moderate intensity activity per week in bursts of at least 10 minutes, or 75 minutes of vigorous activity spread across the week. The Chief Medical Officer includes housework and gardening in his definition of activity, and this is the definition used for the Warrington Health & Wellbeing Survey in 2013.

The Health & Wellbeing Survey recorded that 76.4% of Warrington adults met the recommendation of 150 minutes of activity per week and 13.3% were doing less than 30 minutes of activity per week.

### 1.3.4 Strong performance

Warrington's performance against the Sport England headline participation measures is very positive, and has been consistent over time. For further detail please see section 6.

- **Overall participation rates at least once per week** in Warrington for 2012/13 are ahead of the national and regional averages, and the differences in figures are statistically significant.
- Participation rates **once per week amongst Warrington's men** are high in 2012/13 when compared with regional and national averages, and the differences are statistically significant.
- Rates for participation once per week amongst Warrington's males are above those for Calderdale, Stockport and Swindon within our Nearest Neighbour group. The differences in figures for Warrington are statistically significant when compared with Swindon and Stockport, but not in comparison with those for Calderdale.
- Participation **once per week by people from lower socio-economic groups** has increased in Warrington by 10.6 percentage points since 2005/06, far faster than the national and regional averages. It is not possible to say if Warrington's rates for 2012/13 are significantly different from national and regional figures.
- Participation rates **three times per week by Warrington males** are above the national and regional averages, but the differences are not statistically significant. Warrington men have seen a faster rate of improvement over time than the national and regional averages.

- Overall **sport and active recreation rates** in Warrington have seen consistent improvement since 2005/06, although it is not possible to say if the changes are statistically significant. Within the Nearest Neighbour group Warrington has fallen from first to third position since 2005/06, but it is not possible to say if the changes are statistically significant.

### 1.3.5 Areas for improvement

The data suggests some areas for improvement which are noted below.

- Changes in Warrington's **overall figure for participation once per week** recorded via the Active People Survey are not statistically significant. This means that there has been no real change in performance against the measure since 2005/06.
- Women in Warrington are twice as likely as men to be doing **no sport** (60.5% women; 34.2% men). The proportion of women who are inactive has increased by 5.8 percentage points since 2005/06, contrary to national and regional trends. It is not possible to say if the differences are statistically significant.
- Rates for **participation once per week by Warrington women** have fallen since 2005/06, contrary to national and regional trends. Amongst our Nearest Neighbour Group the participation rate once per week by Warrington women has fallen from top to bottom position since 2005/06, although the difference in 2012/13 is not statistically significant.
- **Participation at least three times per week by Warrington women** has declined in the last year. There has been very little change in rates of participation since 2005/06 and Warrington's results for 2012/13 are similar to the national and regional figures. The difference in these figures is not statistically significant.
- **Sport and active recreation rates amongst Warrington women** appear to have changed little since 2005/06. It is not possible to say if the difference in figures is statistically significant. The rate of change in participation by Warrington's women since 2005/06 is 0.1 percentage point, compared with 4.0 percentage points for the North West and 3.7 percentage points for England.
- A comparison of Warrington's performance against Sport England's headline participation measures with our **Nearest Neighbour Group** in 2012/13 indicates that there are no statistically significant differences in the results.
- Participation rates **once per week within higher socio-economic classes** in Warrington have declined slightly since 2005/06, against regional and national trends for increase. However, it is not possible to say if the differences are statistically significant.
- There is no statistically significant difference in the proportion of Warrington residents who **would like to do more sport** (56.9%), compared with the national and regional averages. The evidence suggests that demand is stronger amongst inactive women and active men.
- The data suggests some '**churn**' in participation, as increased latent demand in one year does not appear to result in a corresponding increase in participation in the next year. 28.1% of Warrington residents were doing more sport in 2012/13 than in the previous year and 28.4% were doing less. Women were more likely than men to say that they were doing less sport this year.

## 1.4 Facilities

There are 321 sports facilities in Warrington according to Sport England data (which is not comprehensive), of which 101 are football pitches. Facilities are reasonably well distributed across the population centres of the borough, and reasonably accessible to the people that would be most likely to use them, as defined by Sport England's segmentation of Warrington

residents, certainly if journeys are made by car. Given the need to make sustainable use of natural resources, reliance on the car may be a cause for concern.

One-third of facilities are owned by the Council, which is above the regional and national average. According to data from Ukactive, Warrington ranks 22<sup>nd</sup> out of the 30 English authorities that are classified as 'less deprived' for the number of facilities available to local people.

Compared with its population size, Warrington has a disproportionately high amount of tennis provision, grass pitches, squash courts and swimming pools. The area has disproportionately low provision in terms of ice rinks (nil), ski slopes (nil), indoor bowls, golf, athletics, artificial grass pitches, health and fitness suites and sports halls.

A review of grass pitches in Warrington indicates that current provision is of very poor quality, and considerable investment, combined with possible rationalisation of facilities, is required.

The annual cost of adult full membership for sport and leisure facilities in Warrington available via LiveWire, if paid via monthly direct debit, equates to 1.3% of the median gross annual wage for the area. This puts costs as a proportion of wages in the middle of Warrington's Nearest Neighbour Group.

#### **Adult Leisure Membership Compared**

<b>Membership</b>	<b>Warrington</b>	<b>Calderdale</b>	<b>Trafford</b>	<b>Stockport</b>	<b>Swindon</b>
Adult full membership annual total as % of median wage*	1.3%	1.3%	1.1%	1.5%	1.6%
<i>*Median is the figure below which 50% of the sample fall.</i>					

Source: [www.livewirewarrington.co.uk](http://www.livewirewarrington.co.uk), [www.calderdale.gov.uk](http://www.calderdale.gov.uk), [www.traffordleisure.co.uk](http://www.traffordleisure.co.uk), [www.lifeleisure.net](http://www.lifeleisure.net), [www.leisureinswindon.co.uk](http://www.leisureinswindon.co.uk) (2014) and Annual Survey of Hours and Earnings (2013)

### **1.5 Priorities for action**

The evidence suggests that to achieve the target of being the most active borough in the North West by 2016, Warrington's new Physical Activity Strategy should aim to maintain current activity levels amongst men whilst increasing activity levels amongst other groups. Specific attention should be paid to:

- People who do less than 30 minutes of exercise per week, especially those currently in their forties and fifties
- Women, particularly inactive women in hotspot wards
- Men in hotspot wards with at least three risk factors for cardiovascular disease
- Smokers in hotspot wards
- People with excess weight in hotspot wards.

(For further detail see section 5.)

To become the most active borough in the North West, with a statistically significant lead in participation rates, it is estimated that Warrington would need to engage a minimum of 10,170 additional adults in activity at least once per week over the next two years. It is not possible to say whether current investment plans would be able to absorb this degree of increase.

## 2 Our Goals

### 2.1 Purpose of the Profile

The 2014 Sport & Physical Activity Profile for Warrington draws together all available information relating to participation in physical activity by people in Warrington and puts it into the policy and socio-economic context of the borough. It is intended to provide a summary of the current position regarding physical activity, and to consider the best course of future action to achieve Warrington's goals.

### 2.2 Impact of Inactivity

People in developed countries are now living longer as the risk from infectious disease is reduced, but they tend to be living longer in poor health. Increasing demands will be put on social care and health services at a time when available resources are being reduced. It therefore makes sense for individuals to do what they can now to extend the number of years that they will spend in good health.

- According to the World Health Organisation physical inactivity is the fourth most common risk factor for global mortality (associated with 6% of deaths), behind high blood pressure (13%), tobacco (9%) and diabetes (6%).<sup>10</sup>
- Regular physical activity is known to reduce the risk of coronary heart disease and stroke, diabetes, hypertension, colon cancer, breast cancer and depression. Regular vigorous physical activity is shown by a number of studies to reduce sickness absence from work.
- In contrast, poor physical health is known to be associated with lower income, poverty, social isolation and poor mental health.

### 2.3 National Policy

The Coalition Government is concerned at low levels of involvement in sport and physical activity amongst people of all ages, and the potential impact on long-term health and increasing health and economic costs.

- The direct cost to the NHS of physical inactivity has been estimated at £1.06 billion annually, taking into account treatment for heart disease, stroke, diabetes, colon cancer and breast cancer.<sup>11</sup>
- The cost of lost productivity to the England economy has been estimated at £5.5 billion due to sickness absence, and £1 billion per year due to premature death amongst people of working age.<sup>12</sup>

There are clear social, economic and fiscal reasons for increasing activity levels in the population. The Coalition Government has three overarching policy aims relating to sport:

- **Creating a lasting legacy from the London 2012 Olympic Games**
  - Improved sports participation (including by disabled people) and sports facilities
  - Investment in primary school sport, success at the Sochi Winter Olympics
  - Successful regeneration of the Queen Elizabeth Olympic Park and East London
  - Achievement of targets for economic benefit and tourism
  - Increased numbers of volunteers in sport

<sup>10</sup> *Global recommendations on Physical Activity for Health*. Geneva, (World Health Organisation 2010).

<sup>11</sup> Allender S., Foster C., Scarborough P. and Rayner M. (2007) The burden of physical activity-related ill health in the UK. *Journal of Epidemiology and Community Health* 61: 344–348.

<sup>12</sup> Ossa D. and Hutton J. (2002) *The Economic Burden of Physical Inactivity in England*. London: MEDTAP International.

- Promotion of disability sport and launch of Disability Confident scheme for employers.
- **Getting more people playing sport**
  - Funding support for community sport and development of talent via Sport England, including delivery of the new Youth Sport Strategy ‘*Creating a Sporting Habit for Life*’ to increase participation by 14-25 year-olds
  - Expanding the School Games programme to increase opportunities for school pupils to take part in competitive sport, including young people with Special Educational Needs and disabilities.
  - Increased investment in PE and sport in primary schools during the three academic years from 2013-2016.
- **Maintaining and improving elite sports performance**
  - Funding of UK Sport to support the development of elite athletes
  - Tackling use of drugs in sport
  - Bringing major sporting events to the UK
  - Making sports governance structures more accountable and transparent

## 2.4 Warrington Partnership – Aims and Challenges

Warrington Partnership is a partnership of organisations from the public, private, and voluntary and community sectors in Warrington. The Partnership exists to provide local people with the support and infrastructure they need to achieve physical, mental and economic wellbeing. The vision of the Partnership is of “***Warrington: A place where we can all be proud to live, work and do business.***”

To achieve the Partnership’s vision a number of strategies have been developed, with associated action plans. The Partnership’s key strategy is the Warrington Strategy for Wellbeing, which is underpinned by further strategies and plans focusing on specific topics.

The Active Warrington Strategy feeds into the Wellbeing Strategy to improve local health and wellbeing through its focus on increasing participation in sport and physical activity in Warrington.

### 2.4.1 Warrington Strategy for Wellbeing 2012-15

Warrington’s Wellbeing Strategy was developed in response to a Joint Strategic Needs Assessment carried out across the borough in 2011, which focused on issues affecting the health and wellbeing of local people. The Strategy has five overarching priorities:

- Closing the Gap (i.e. reducing differences in opportunities and quality of life across Warrington)
- Building Safe, Sustainable Communities
- Ensuring the Best Start in Life and Transition to Adulthood
- Living and Working Well
- Promoting Wellbeing for Older People

To achieve Wellbeing the Strategy states that “***people need to be and feel safe; to enjoy good physical and mental health; to be financially secure; to enjoy rewarding employment, a healthy and attractive environment and supportive relationships; and to feel involved in their community.***”

Improving the health and wellbeing of local residents will provide Warrington’s employers with a wider pool of local labour. Healthy people are more resilient, make less demand on public services, and become more productive employees. Helping people to improve their wellbeing therefore benefits all sectors, as well as the individuals concerned.

In terms of sport and physical activity, the Wellbeing Strategy commits partners to the following actions:

- Provision of a safe and pleasant environment that encourages participation in physical activity;
- Provision of equitable access to green space and opportunities for recreation;
- Encouragement of local people, including children and older people, to participate in sports and physical activity.

#### **2.4.2 Active Warrington Strategy**

The Active Warrington Strategy was published in 2012 by the Active Warrington Partnership in recognition of the fact that people in Warrington were not doing enough sport or physical activity, and that this was affecting health, especially amongst people living in deprived communities.

The Active Warrington Partnership includes Warrington Borough Council, Warrington School Sports Partnership, Warrington Wolves Foundation, Great Sankey High School, William Beaumont High School, Lymm High School, Warrington Collegiate, St Peter's Catholic Primary School, Sport Cheshire and Warrington Disability Partnership.

The Partnership's vision is that ***"Each year, Warrington will become more active and healthier."*** Partners have adopted the target that ***"By 2016, Warrington will be the most active borough in the North West."*** To achieve this vision, action is focused on the following key themes:

- Involving neighbourhoods in all stages from planning to delivery of activities
- Building the capacity of volunteers, clubs and coaches
- Delivering inclusive and accessible activities
- Delivering an inspirational events programme
- Providing facilities that are affordable and fit for purpose
- Providing clear and consistent communication
- Ensuring a consistently high quality of delivery

An action plan has been drawn up and is being monitored by the Active Warrington Partnership. For details of performance against the measures within the action plan, please see Active Warrington Annual Report 13/14 for details.

#### **2.4.3 Warrington CCG Commissioning Intentions**

Warrington Clinical Commissioning Group (CCG) is a partnership of 26 GP practices that buys health care services from the NHS for people in Warrington.

The Draft 2014/15 Commissioning Intentions for the CCG state that the CCG vision is for ***"Self-sufficient communities enjoying improved health and wellbeing and better life experiences, who when they need them have access to high quality and efficient services."***

The Draft Commissioning Intentions address ten key themes and three of these have actions relating to sport and physical activity:

##### ***Children***

- Work with Public Health to reduce childhood obesity and promote exercise and healthy lifestyles choices for children.
- With the Borough Council and Public Health partners work to increase educational attainment and commission services to promote health and wellbeing for children and adolescents.

### ***Preventing Premature Death***

- Promote participation in cultural and sporting activities as a means of promoting health and wellbeing.

### ***Tackling health inequalities / areas of greatest need***

- Commissioning 'Lifestyle' programmes to promote positive life choices that impact on health.

## **2.4.4 Local Plan Core Strategy**

The Warrington Local Plan Core Strategy sets out how and where development will take place in Warrington up to 2027, and the character of the place that the Council and its partners are trying to create.

Policy SN7 Enhancing Health and Wellbeing commits the Council and its partners to the use of planning in order to improve health and wellbeing. All planning applications in areas of the greatest health inequality (the Town Centre, Inner Warrington and North Warrington) must give full consideration to *“maximising opportunities for contact with nature, cultural activities, exercise and active travel.”*

## **2.4.5 Warrington Means Business**

Warrington Means Business is the economic regeneration strategy for Warrington. The strategy was developed in 2013 by Warrington & Co., a strategic partnership between Warrington Council, business leaders and development companies active in the area.

The aspiration of Warrington Means Business is to *“Unleash the potential of Warrington’s people, its businesses and its place, to accelerate economic growth and reinforce Warrington as a strong national driver of prosperity.”*

The strategy commits the Council and its partners to facilitating a healthy and active population, which it recognises as a key requirement for economic prosperity. The foundation on which the strategy is built is the Warrington Waters regeneration programme, part of which includes the provision of high quality public realm, parks, play areas, promenades, and cycle ways, a lively events programme including sporting events, and new country parks. Warrington’s green space will be joined together to improve the physical appeal of the borough and provide opportunities for recreation, cycling and walking.

### 3 Warrington Profile

The following snapshot of people in Warrington is based on the latest available information from the Office for National Statistics (ONS Crown Copyright Reserved). Tables and charts make use of data adapted from the Office for National Statistics licensed under the Open Government Licence v.1.0.

It should be noted that data is rounded to the nearest 100. Not all demographic detail is available for all age groups, depending on the source. The Annual Population Survey has been used for the age 16+ analysis to maintain comparability with the Sport England Local Sport Profiles Tool.

#### 3.1 Age and Gender

According to the 2013 Mid-year Population Estimates there are 39,100 young people in Warrington aged under 16. According to the Annual Population Survey there are 162,400 Warrington residents aged 16+.

##### *Age and Gender (Residents aged under 16)*

Age: All under 16	Number	% of All
Age from Birth to 11	29,400	75.1
Age 12-13	4,800	12.2
Age 14-15	5,000	12.7
Male	20,000	51.2
Female	19,100	48.8

*Source: 2013 Mid-year Population Estimates*

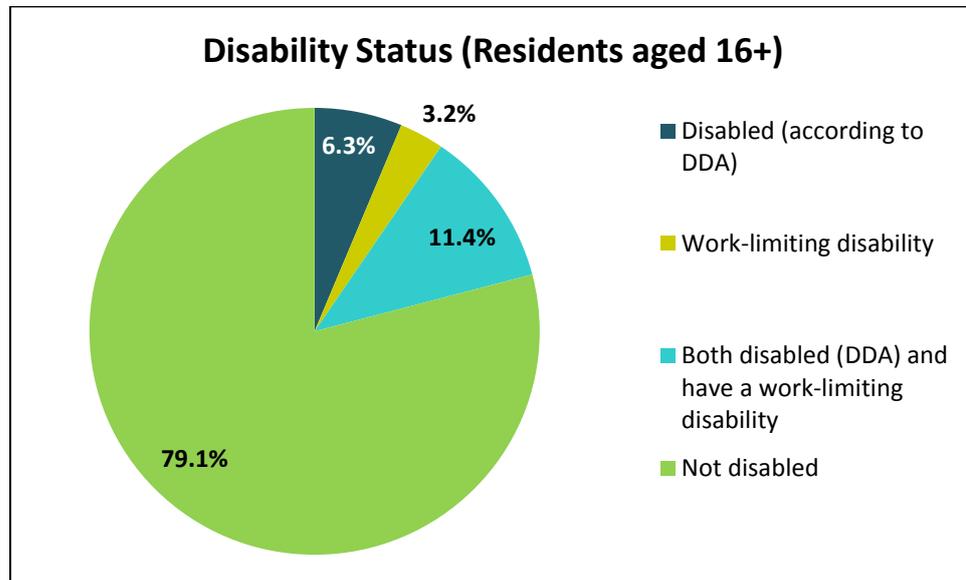
##### *Age and Gender (Residents aged 16+)*

Age: All 16+	Number	% of All
All residents	162,400	100
Age 16-19	8,800	5.4
Age 20-24	9,800	6.0
Age 25-49	72,200	44.5
Age 50+	71,500	44.0
Age 16-64	125,800	77.5
Male	81,300	50.1
Female	81,100	49.9

*Source: Annual Population Survey (Jan-Dec 2013)*

### 3.2 Disability / Work-limiting health condition

NB Information on disability status was not collected by the Annual Population Survey for 2013, so the data presented below are from 2012.



Source: Annual Population Survey (Jan-Dec 2012)

### 3.3 Ethnicity

3.6% of Warrington's residents aged 16+ are from a non-White ethnic background.

#### ***Ethnic Group (Residents aged 16+)***

Age: 16+	Number	% of All
White	156,600	96.4
Mixed race	*	*
Indian	2,100	1.3
Pakistani / Bangladeshi	500	0.3
Black	~	~
Other Ethnic Group	2,400	1.5
* Denotes value of less than 3		~ Denotes value of less than 500

Source: Annual Population Survey (Jan-Dec 2013)

### 3.4 Deprivation

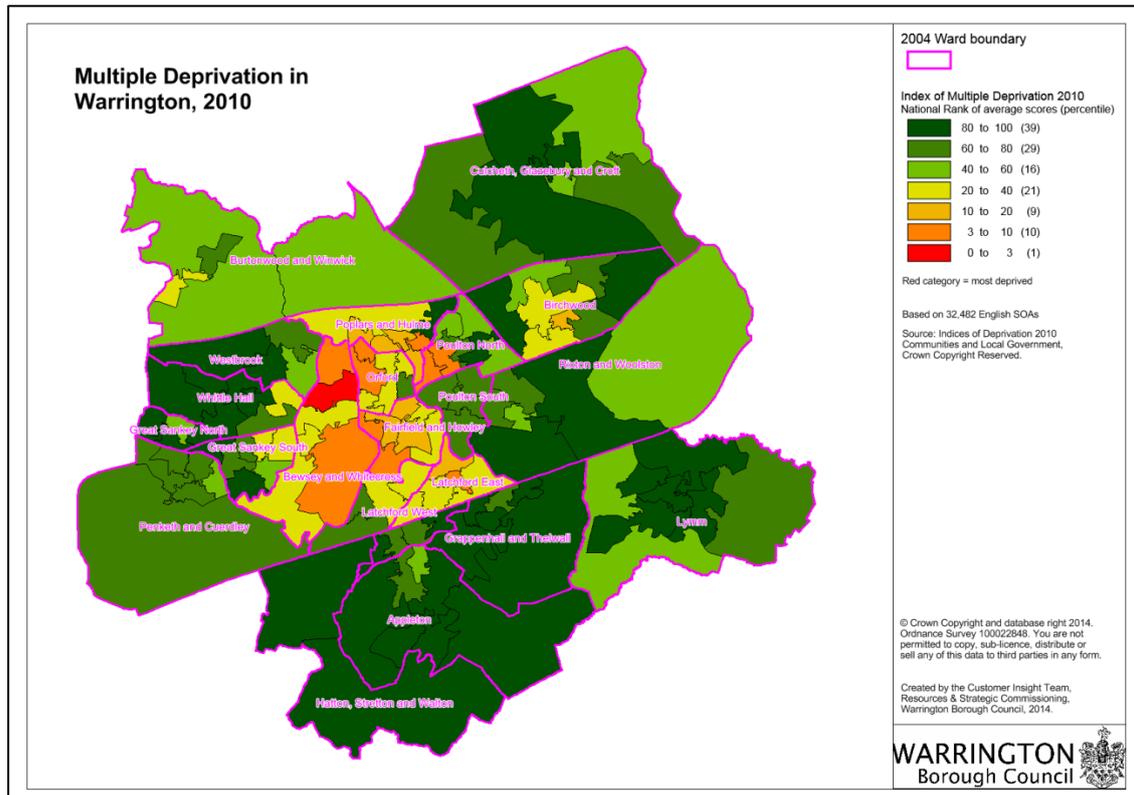
The Indices of Deprivation 2010 measure the extent of deprivation in England across seven themes: income, employment, health & disability, education, crime, access to services and living environment.

There are 32,482 small areas (Lower Super Output Areas or LSOAs) in England, each with an average of 1,500 residents. Small areas are scored for each of the seven deprivation themes, and these scores are combined to calculate an average score for Multiple Deprivation. All scores are ranked across England.

In the maps following, areas of highest deprivation are shown in red and those of lowest deprivation are coloured dark green.

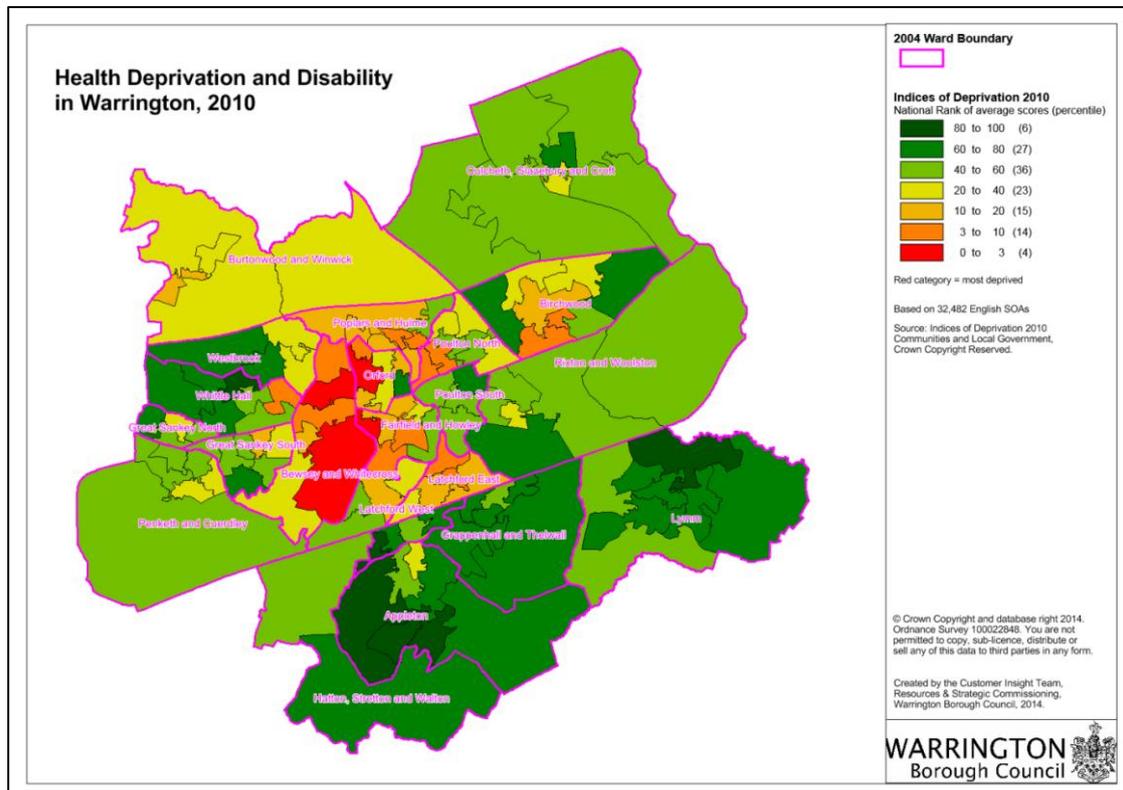
### Multiple Deprivation

On the basis of its small areas' average scores for each deprivation theme, Warrington ranks 153<sup>rd</sup> out of the 326 English local authorities (where 1 is most deprived) for Multiple Deprivation. One small area is within the 3% 'worst' small areas in England for Multiple Deprivation.



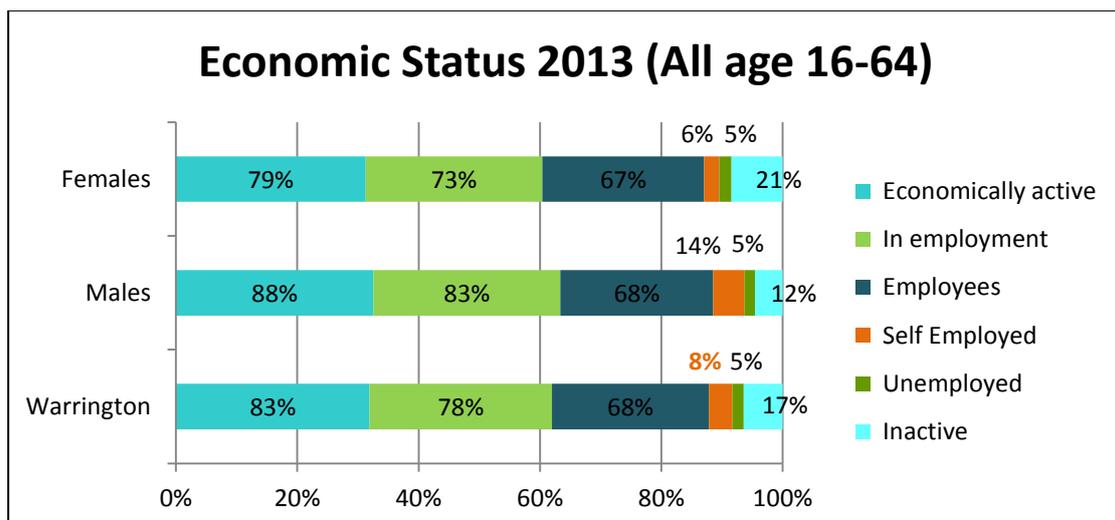
## Health Deprivation and Disability

Warrington has four small areas within the 'worst' 3% across England for health deprivation and disability.

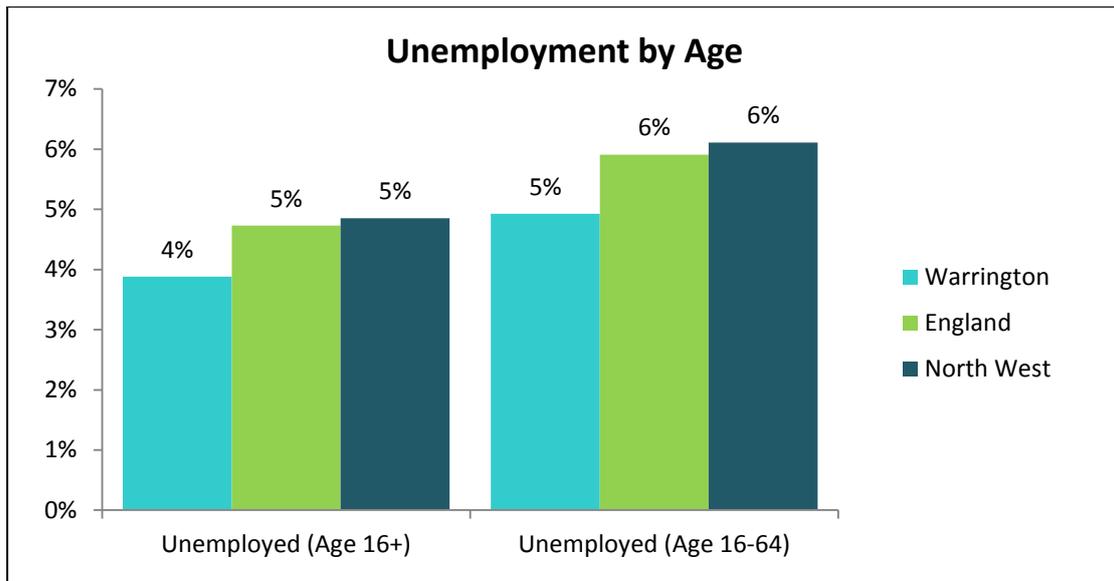


## 3.5 Economic Status

78% of Warrington residents of working age are in employment, and unemployment in the borough is lower than both the North West and England averages.

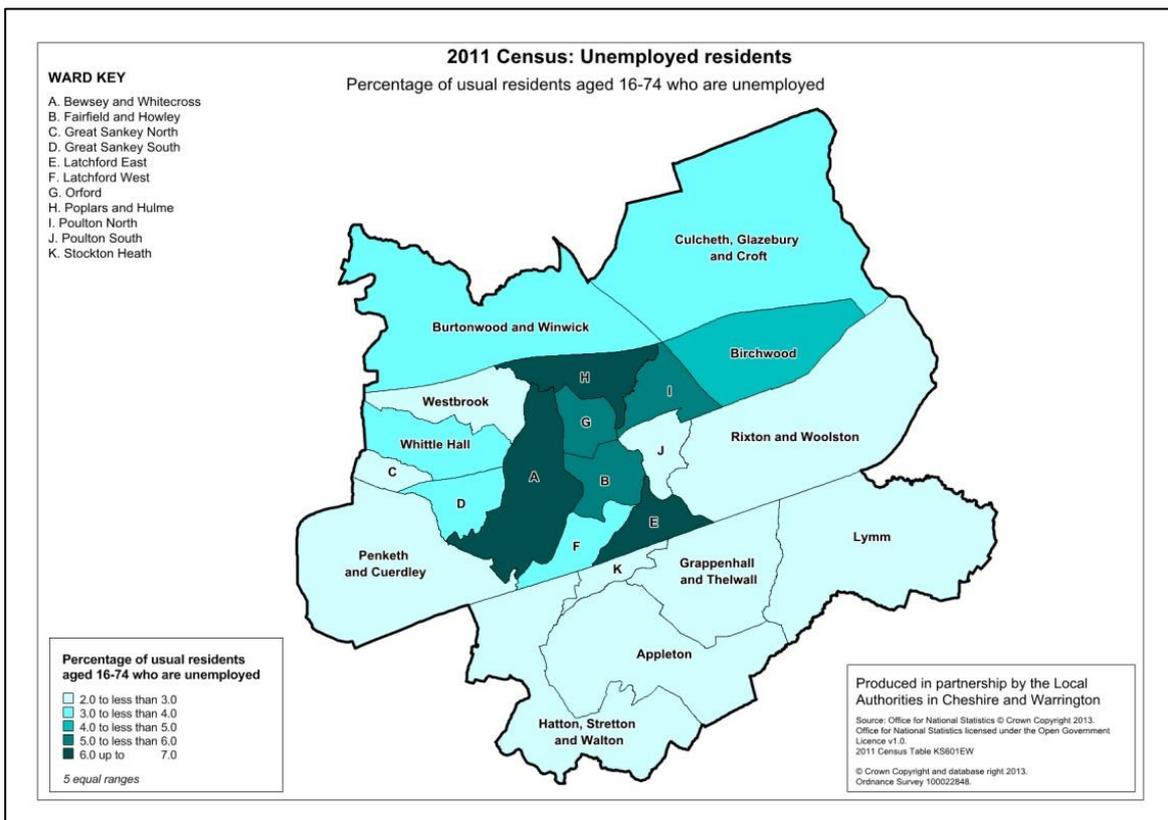


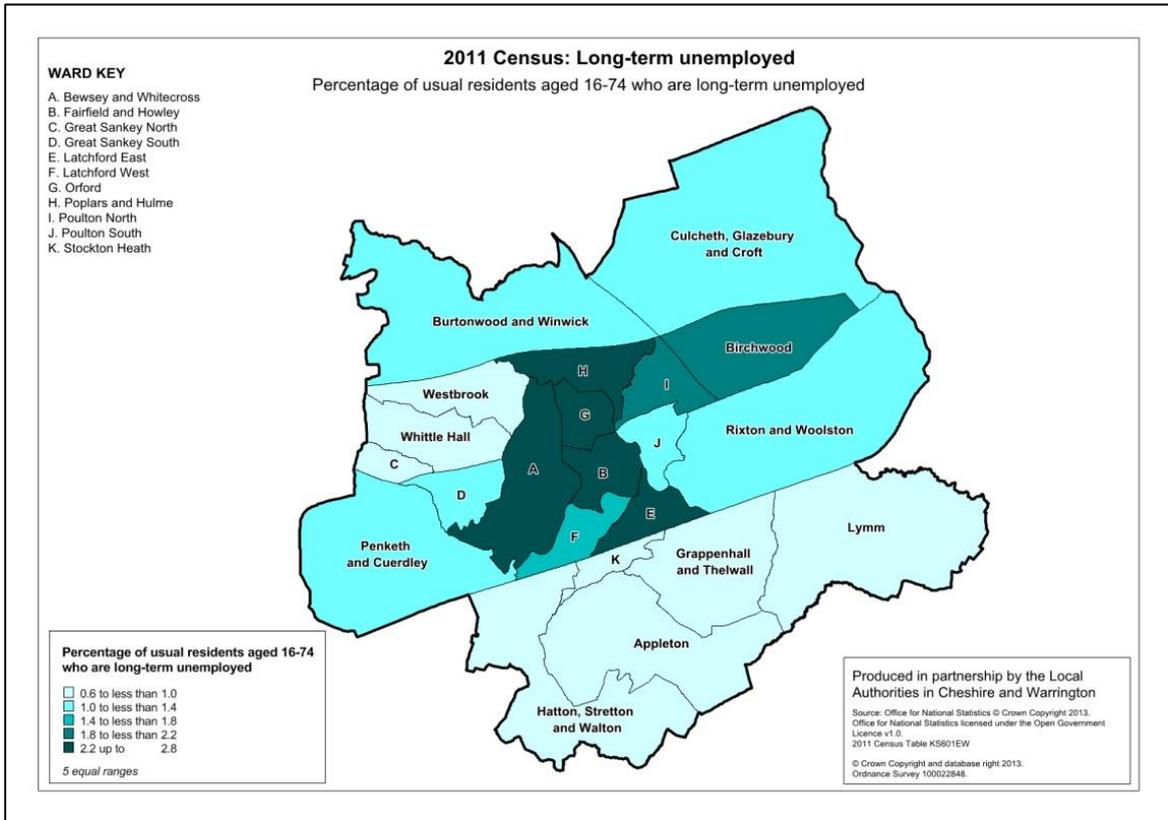
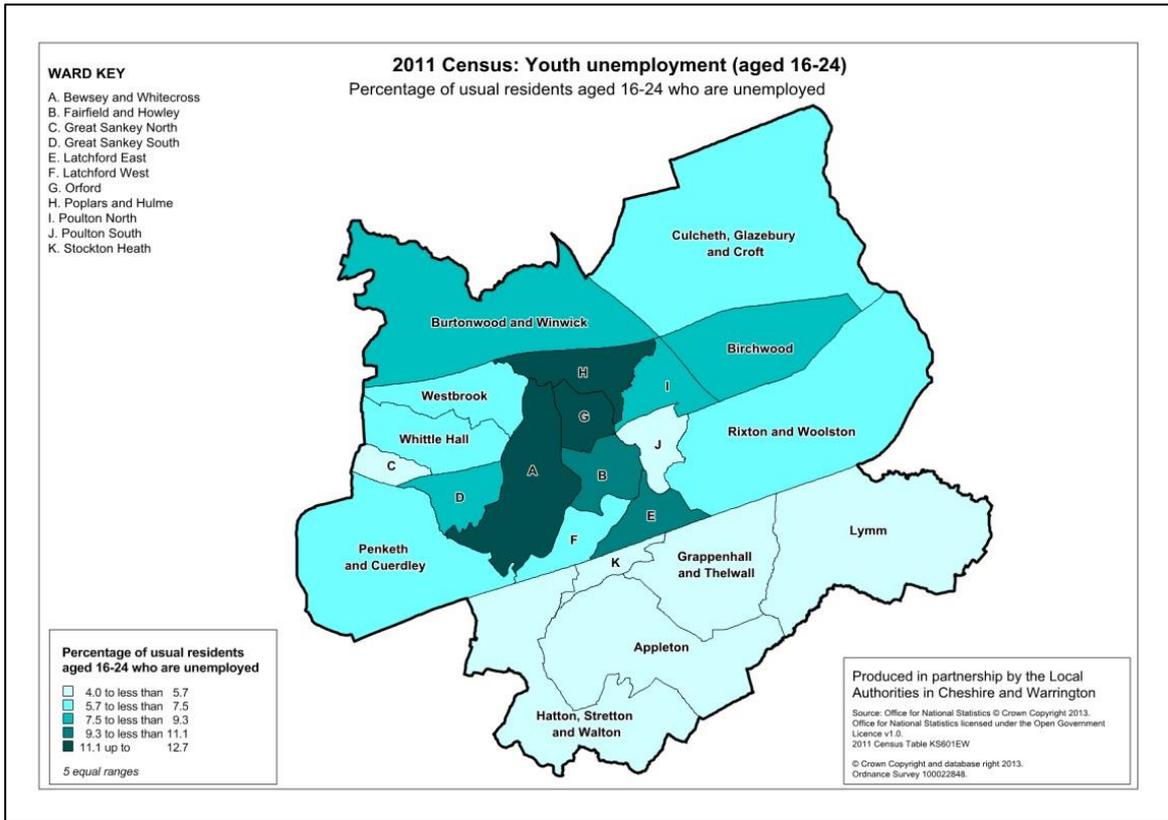
Source: Annual Population Survey (Jan-Dec 2013)



Source: Annual Population Survey (Jan-Dec 2013)

The dark green areas in the following maps show where unemployment was highest in Warrington at the time of the 2011 Census. Unsurprisingly it was the wards with the highest levels of deprivation.





### 3.6 NEET Status

Warrington has a lower proportion of young people aged 16-18 who are NEET (Not in Education, Employment or Training) than the North West average.

#### **NEET Status (residents aged 16-18)**

Age: 16-18	Number NEET	% NEET	% Status not known
Warrington	270	3.9	1.7
North West	13,800	5.6	5.9

Source: Department for Education NEET Summary (2013)

### 3.7 Highest Level Qualifications

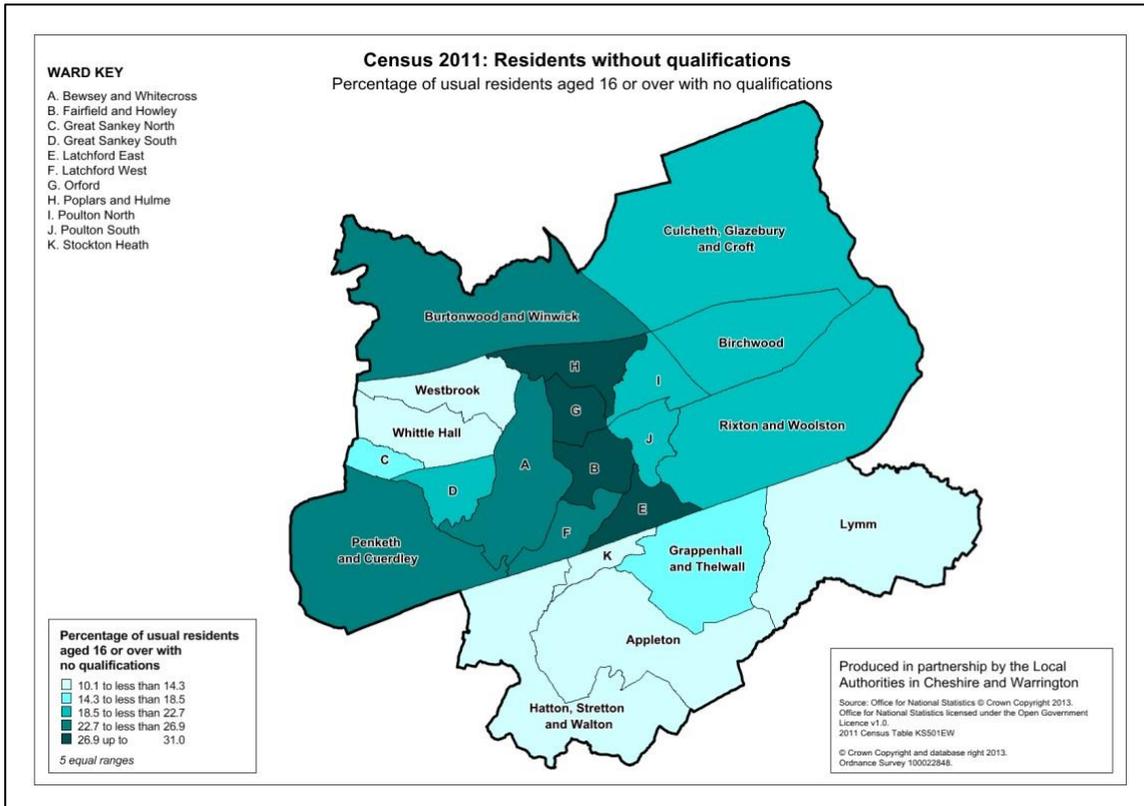
Warrington residents are more highly qualified than both the North West and England averages. As jobs become more highly skilled, in future it is thought that employers may increasingly require a Level 3 qualification as standard.

#### **Qualifications Achieved (Residents aged 16-64)**

Age: 16-64	Warrington %	North West %	England %
At least NVQ Level 1 (GCSE Grade D-G)	83.6	83.0	84.6
At least NVQ Level 2 (GCSE Grade A*-C)	73.7	70.2	72.5
At least NVQ Level 3 (A Level pass)	56.7	51.9	55.6
At least NVQ Level 4 (Certificate/Diploma of Higher Ed.; HND; Foundation Degree; Bachelor Degree; Masters Degree; PG Certificate; Doctorate)	36.5	31.0	35.0
Other qualifications	8.5	6.0	6.3
No qualifications	7.9	11.0	9.1

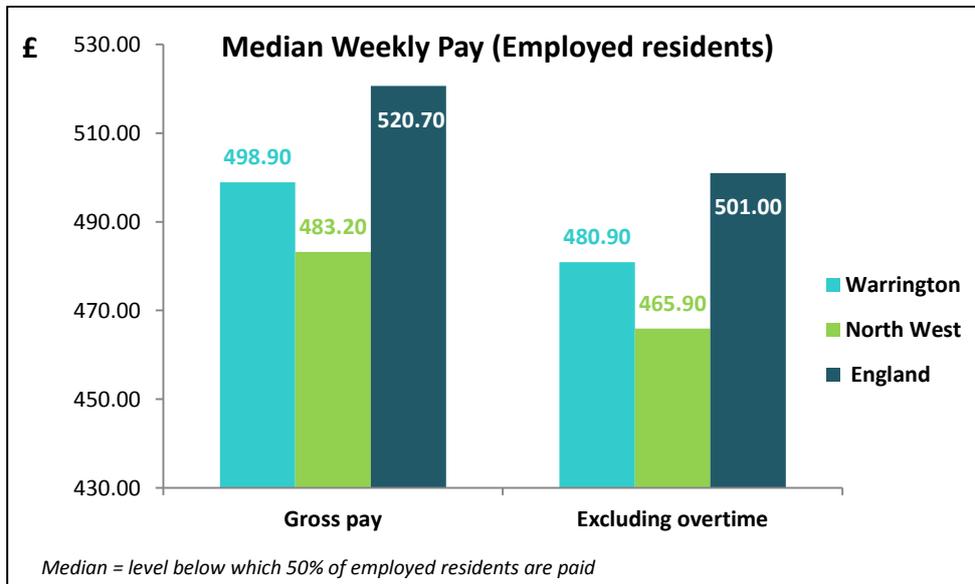
Source: Annual Population Survey (Jan-Dec 2013)

The map below shows the wards in Warrington with the highest proportion of residents aged 16+ who had no qualifications at the time of the 2011 Census. The wards with the highest rates are all those with highest long-term unemployment.



### 3.8 Weekly Pay

When median gross weekly pay is compared, Warrington residents are shown to be more highly paid than the North West average, but below the England average.

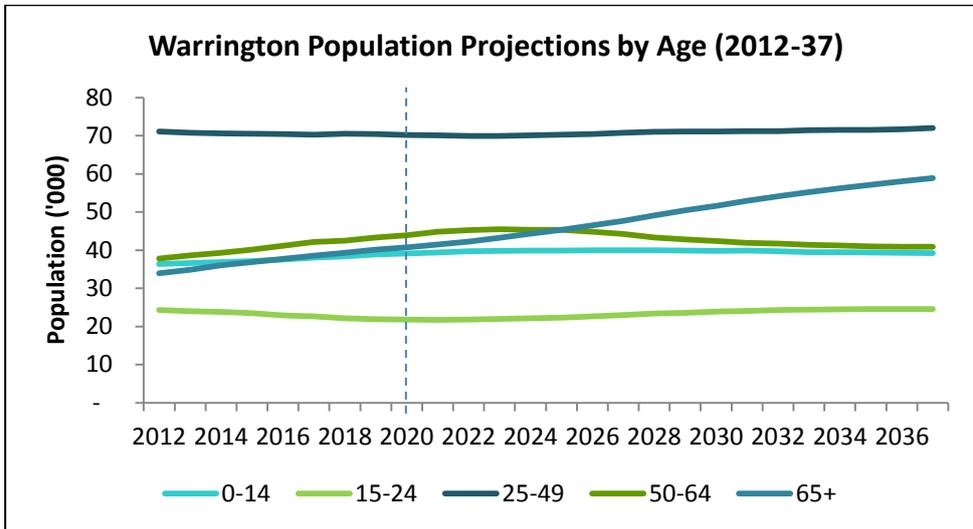


Source: Annual Survey of Hours and Earnings (2013)

### 3.9 Future Population

Population projections are based on changes in population seen in the past, and Warrington's population has grown faster than average in recent years. The economy in Warrington is one of the strongest in the North West, and so the population growth is expected to continue.

In the 20 years from 2012 to 2032 Warrington's population is projected to grow by 27,200 (from 203,700 to 230,900 residents), based on previous trends. The greatest growth is predicted to occur in the 65+ age group.



Source: 2012-based Subnational Population Projections (2014)

Population growth of 13.4% is forecast in Warrington between 2012 and 2032. This is higher than the North West rate, and just below the national rate.

Population ('000s)	Change 2012-2032	% Change
England	7,230.2	13.5%
North West	476.9	6.7%
Warrington	27.2	13.4%

Source: 2012-based Subnational Population Projections (2014)

Over the period of the Sport & Physical Activity Strategy, Warrington's population is projected to grow to 216,000 residents.

Age	Population ('000s)									% Change 2012-20
	2012	2013	2014	2015	2016	2017	2018	2019	2020	
0-4	12.5	12.6	12.7	12.8	12.8	12.9	12.9	13.0	13.0	4.0%
5-9	11.8	12.1	12.4	12.6	12.8	13.0	13.1	13.2	13.2	11.9%
10-14	12.1	11.9	11.8	11.7	11.9	12.1	12.4	12.7	12.9	6.6%
15-19	12.4	12.1	12.0	11.9	11.6	11.5	11.3	11.2	11.2	-9.7%
20-24	11.9	11.9	11.8	11.6	11.3	11.1	10.8	10.7	10.6	-10.9%
25-29	12.6	12.8	13.0	13.3	13.6	13.8	13.8	13.8	13.6	7.9%
30-34	12.6	13.1	13.3	13.4	13.5	13.7	14.0	14.2	14.4	14.3%
35-39	13.3	12.7	12.7	12.9	13.2	13.5	14.0	14.2	14.3	7.5%
40-44	15.8	15.7	15.2	14.7	14.1	13.5	13.0	13.0	13.2	-16.5%
45-49	16.8	16.5	16.4	16.2	16.0	15.8	15.7	15.2	14.7	-12.5%
50-54	14.3	15.1	15.5	16.1	16.4	16.6	16.3	16.2	16.0	11.9%
55-59	11.9	12.1	12.5	12.8	13.4	14.0	14.6	15.1	15.6	31.1%
60-64	11.6	11.4	11.3	11.2	11.3	11.5	11.6	12.0	12.3	6.0%
65-69	11.0	11.5	11.6	11.8	11.8	11.1	10.8	10.8	10.7	-2.7%
70-74	8.5	8.6	8.9	9.1	9.4	10.3	10.8	10.9	11.0	29.4%
75-79	6.3	6.5	6.9	7.2	7.3	7.5	7.7	7.9	8.1	28.6%
80-84	4.3	4.4	4.5	4.6	4.8	5.0	5.3	5.6	5.8	34.9%
85-89	2.5	2.5	2.6	2.7	2.8	2.9	3.0	3.1	3.2	28.0%
90+	1.3	1.4	1.5	1.5	1.6	1.7	1.7	1.8	1.9	46.2%
<b>Total</b>	<b>203.7</b>	<b>205.0</b>	<b>206.6</b>	<b>208.1</b>	<b>209.7</b>	<b>211.3</b>	<b>212.9</b>	<b>214.4</b>	<b>216.0</b>	

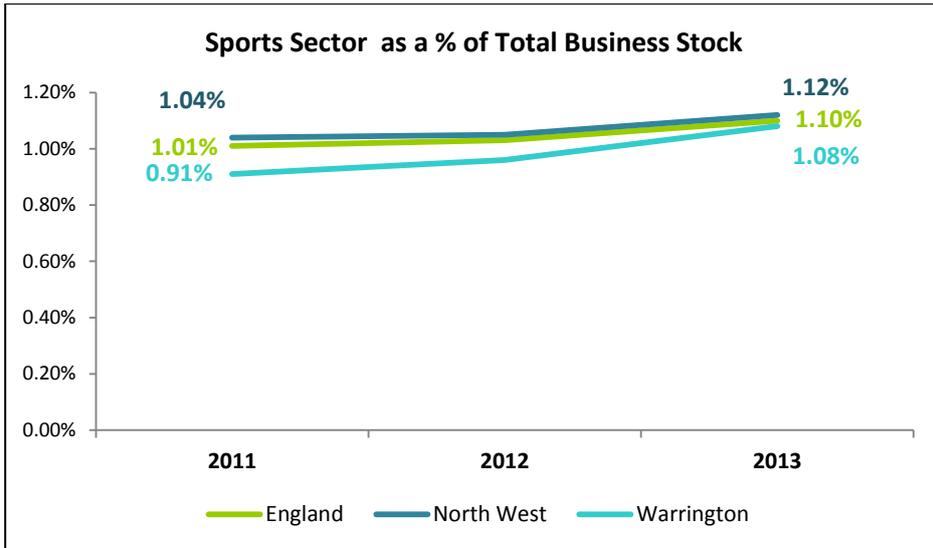
Source: 2012-based Subnational Population Projections (2014).

### 3.10 Economic profile

The 'sports' sector is a growth employment sector within the Warrington economy. According to the Inter-Departmental Business Register (IDBR), in 2013 there were 80 companies<sup>13</sup> in Warrington operating within the sports sector (1.08% of all businesses). This sector includes operators of sports venues, manufacture of sporting goods and other sports-related activities.

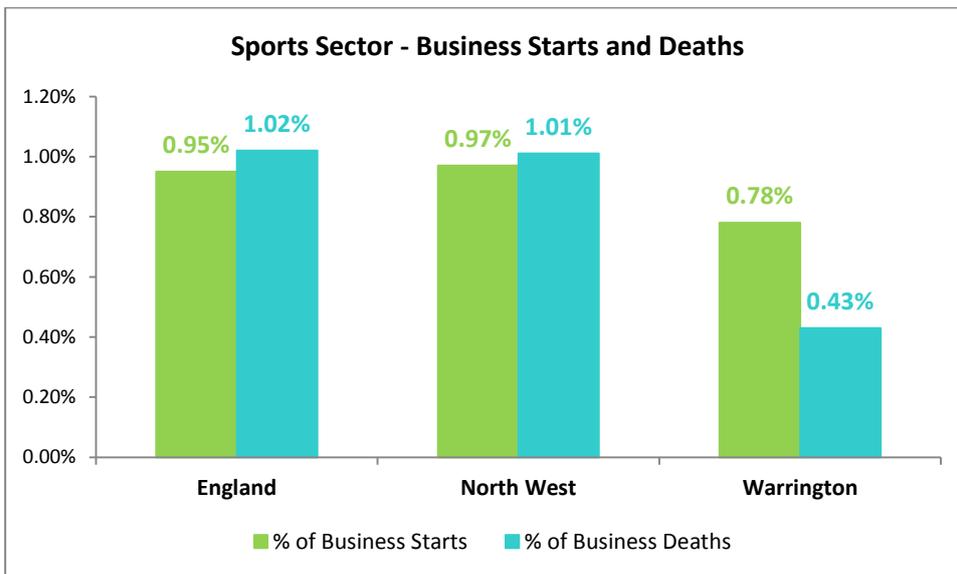
In 2013 the sports sector accounted for a lower proportion of companies within Warrington than across the North West (1.12%) or England (1.10%), but trend data shows that the sector is growing at a faster rate in the local area.

<sup>13</sup> The IDBR includes businesses that meet the tax threshold, so excludes the smallest companies and some non-profitmaking organisations.



Source: Inter-Departmental Business Register, 2013

Warrington has a lower rate of new business starts within the sports sector (0.78% of all new starts) compared with both the regional (0.97%) and national averages (0.95%), but it also has a lower business failure rate. The chart below compares the proportion of all business starts and deaths that fall within the sports sector across Warrington, the North West and England.



Source: Inter-Departmental Business Register, 2013

According to the Annual Population Survey in 2013 the sports sector provided 2,322 jobs in Warrington (2.3% of all jobs). By comparison the sector provided 2.0% of all jobs in the North West and 2.1% of all jobs across England.

Sports sector jobs in Warrington accounted for 3.6% of sports jobs in the North West and 0.5% of sports sector jobs in England in 2013. In 2011 these figures were 3.7% and 0.4% respectively.

### ***Sports Employment 2011-13***

<b>Employment</b>	<b>2011</b>	<b>2012</b>	<b>2013</b>	<b>2011-13 Change</b>
Warrington	1,659	1,520	2,322	40.0%
North West	44,361	58,927	64,651	45.7%
England	395,761	511,067	511,067	29.1%

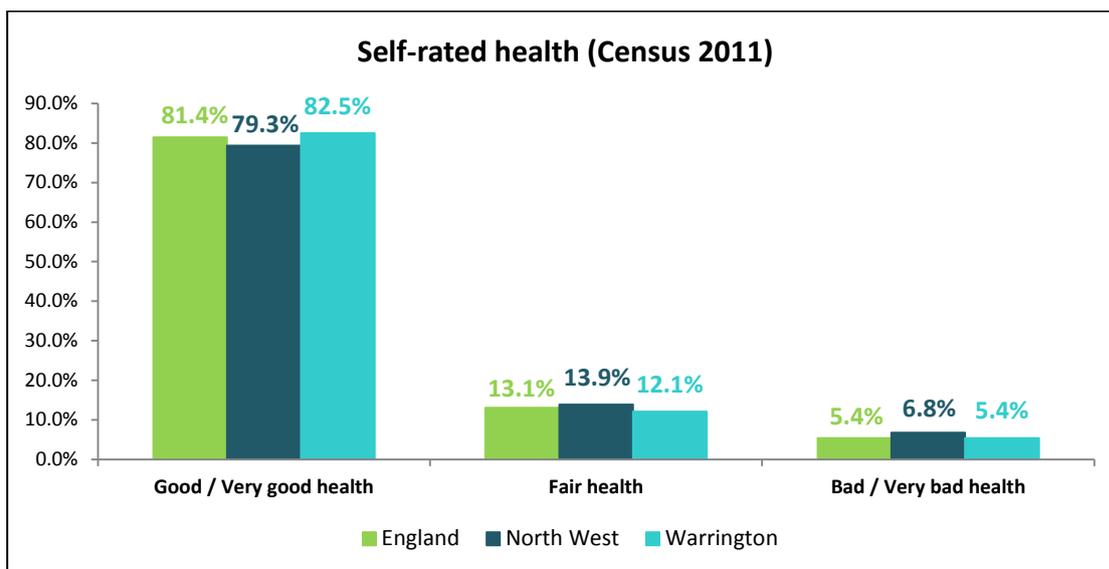
*Source: Annual Population Survey 2011-13*

Warrington's sports sector businesses generated £24.1million in turnover in 2013 according to the IDBR, equivalent to 1.1% of the North West's sports sector turnover and 0.2% of sports sector turnover for England. These figures stood at 0.8% and 0.1% respectively in 2011.

## 4 Health in Warrington

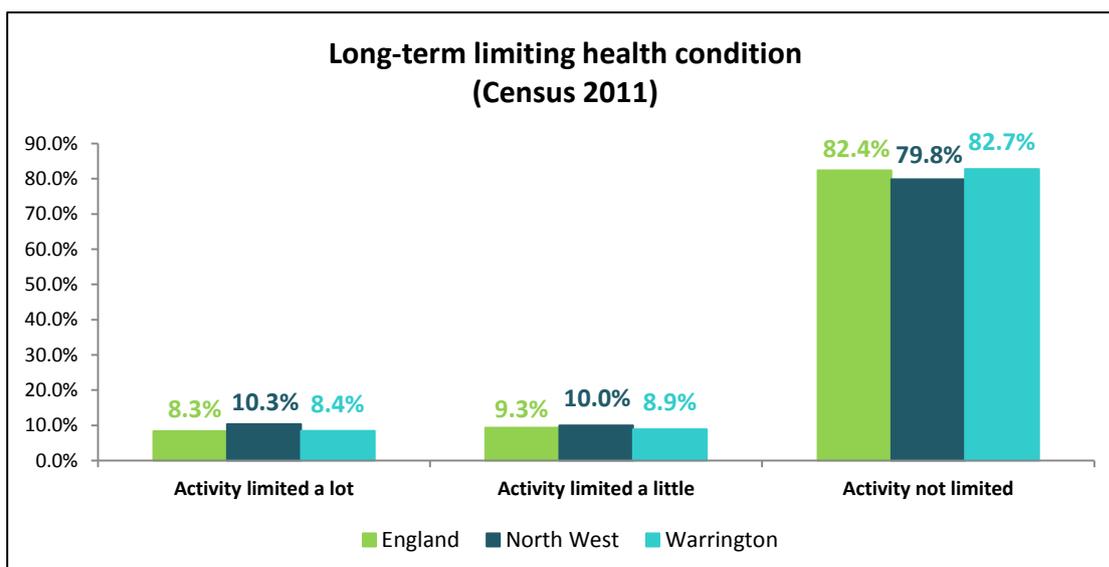
### 4.1 How healthy people think they are

A person's perceptions of their own health are influenced by how they consider their health compares with that of the people around them. When Warrington residents were asked to rate their health in the 2011 Census, 5.4% said that they were in either bad health or very bad health and 82.5% said that they were in good or very good health. These figures are comparable with the national and regional averages.



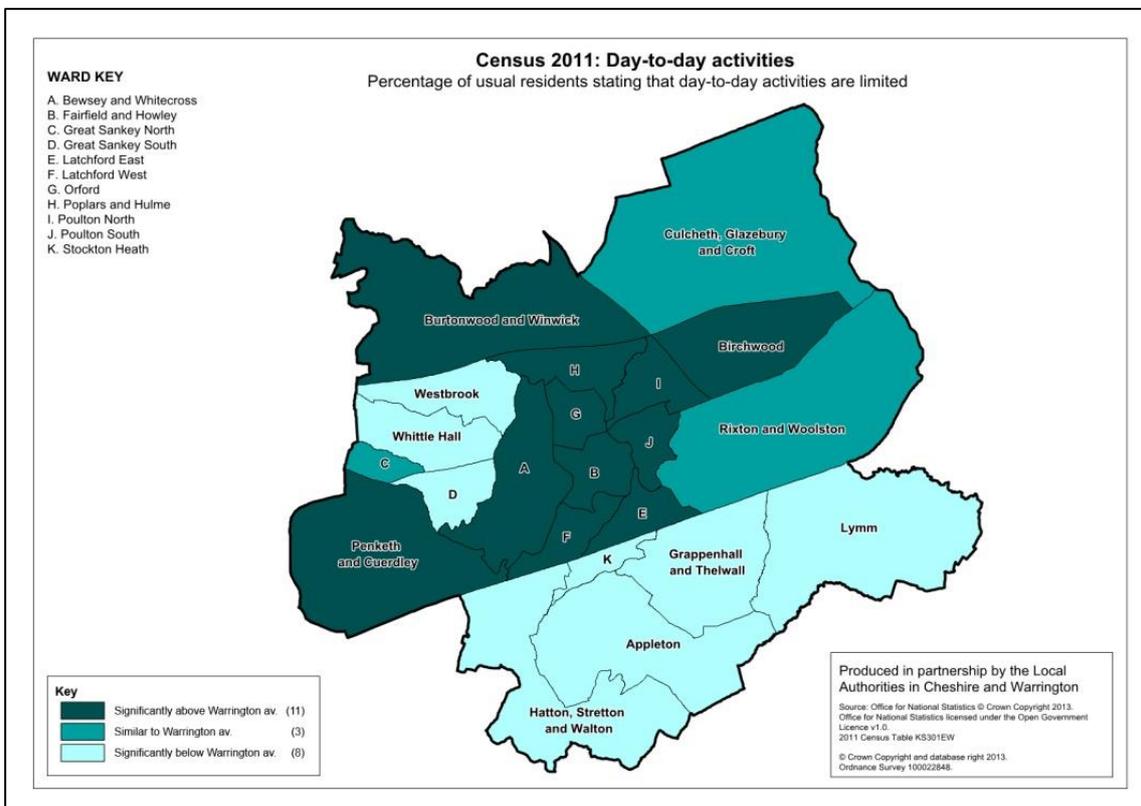
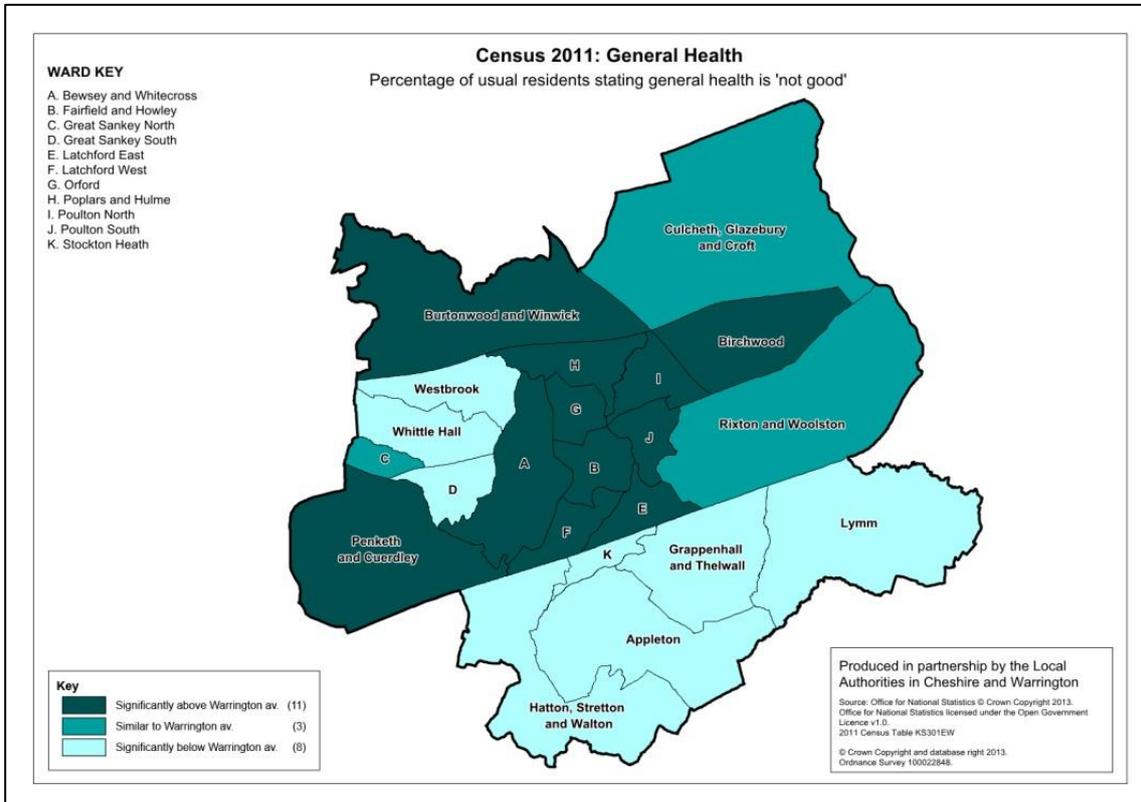
Source: Census 2011

When residents were asked at Census 2011 if their day-to-day activities were limited by a health condition or disability that was expected to last for at least 12 months, the responses of Warrington residents were again comparable to the national and regional averages: 82.7% said that their activities were not limited.



Source: Census 2011

When the data are analysed at ward level, differences can be seen in perceptions of health across Warrington. There are 11 wards where both the proportion of residents reporting bad or very bad health, and the proportion reporting that their day-to-day activities are limited by a long-term health condition or disability, are significantly higher than the Warrington average. These wards are shaded dark green in the maps below:



## 4.2 How healthy are people really?

### 5.2.1 Life expectancy and premature deaths

Public Health England measures life expectancy at birth for people within each local authority area, based on current mortality rates. According to the latest data from 2010-12, the average life expectancy for men in England in 2014 is 79.2 years (of which 63.4 years are expected to be healthy) and for women average life expectancy is 83.0 years (of which 64.1 are expected to be healthy).

Compared with the England average, people in Warrington tend to live shorter lives, and they live for less time in good health. Average life expectancy in Warrington is 78.2 years for men and 82.0 for women: 60.4 of these years are expected to be healthy for men and 61.8 for women. The differences between figures for Warrington and England are statistically significant. Average life expectancy in the North West is 77.4 years for men and 81.5 years for women.

#### **Average life expectancy 2010-12**

<b>Men</b>	<b>Average Years</b>	<b>Expected Healthy Years</b>
Warrington	78.2	60.4
England	79.2	63.4
<b>Women</b>		
Warrington	82.0	61.8
England	83.0	64.1

Source: Public Health England

Death is said to be premature if it occurs before the age of 75. When data are adjusted to take account of the different mortality rates for different age groups, Warrington is shown to have a higher premature mortality rate than the England average:

#### **Premature deaths**

<b>2009-11</b>	<b>Number</b>	<b>Rate per 100,000 population</b>
Warrington	1,939	377.8
England	451,197	350.0

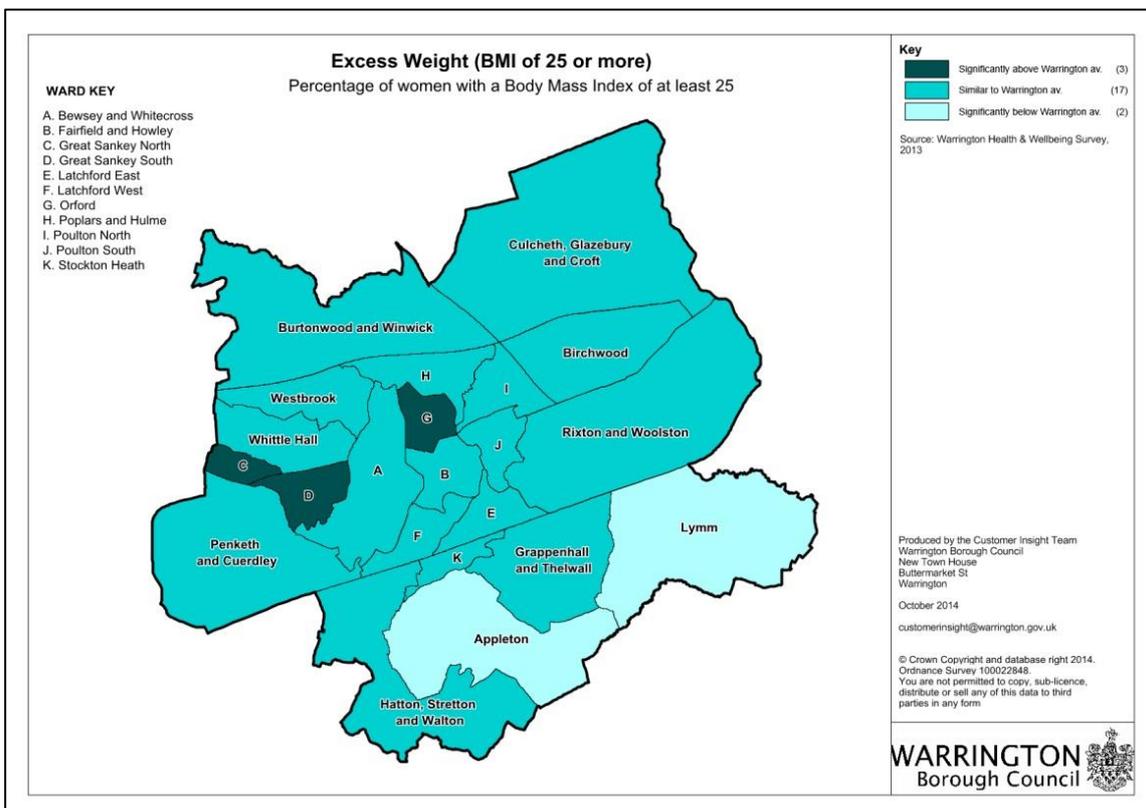
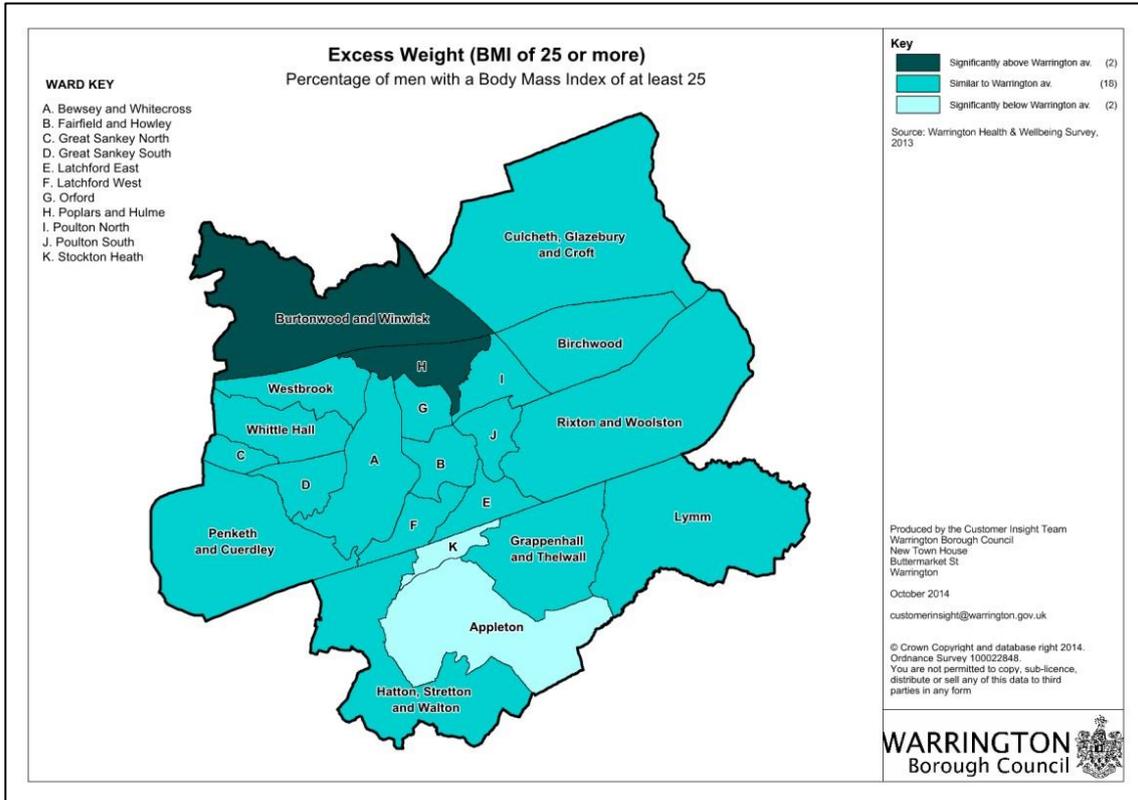
Source: Public Health England

### 5.2.2 Excess weight

In 2013 Warrington's Public Health team commissioned a largescale Health & Wellbeing Survey amongst nearly 7,000 local residents. Questions were asked on physical activity, obesity, smoking, alcohol consumption, emotional wellbeing, loneliness and social connection. The following maps are based on this data.

Obesity is defined as having a Body Mass Index (BMI) of at least 30 and a person is said to carry excess weight if their BMI ranges from 25 to 29. Adults in Warrington are more likely to be overweight than both the national and regional averages: according to calculations based on Active People Survey data, 70.0% of Warrington adults are classed as obese or carrying excess weight, compared with an England average of 63.8% and 66.0% for the North West.

Adult obesity is less prevalent in Warrington compared with England (21.7% of adults in Warrington are obese, compared with 23.0% for England), but Warrington has a higher proportion of adults who are carrying excess weight (48.3% compared with 40.8% for England). The differences reported are statistically significant. The maps below highlight the wards within Warrington where men and women are significantly more likely than the borough average to carry excess weight.



### 5.2.3 Cardiovascular Disease

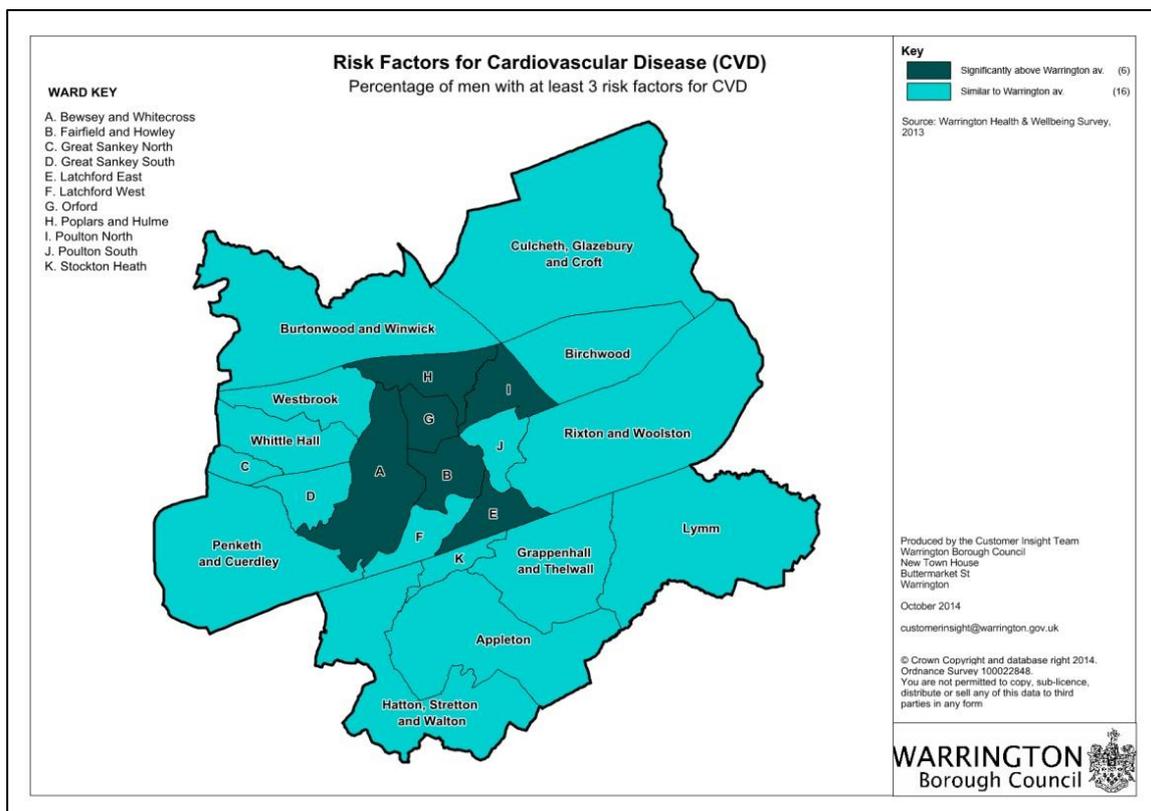
Warrington has a significantly higher proportion of premature deaths (i.e. before age 75) due to cardiovascular disease (CVD) than the England average. In Warrington between 2010-12 there were 95.0 deaths per 100,000 people aged under 75 due to CVD, compared with 81.1 per 100,000 deaths amongst people aged under 75 across England.

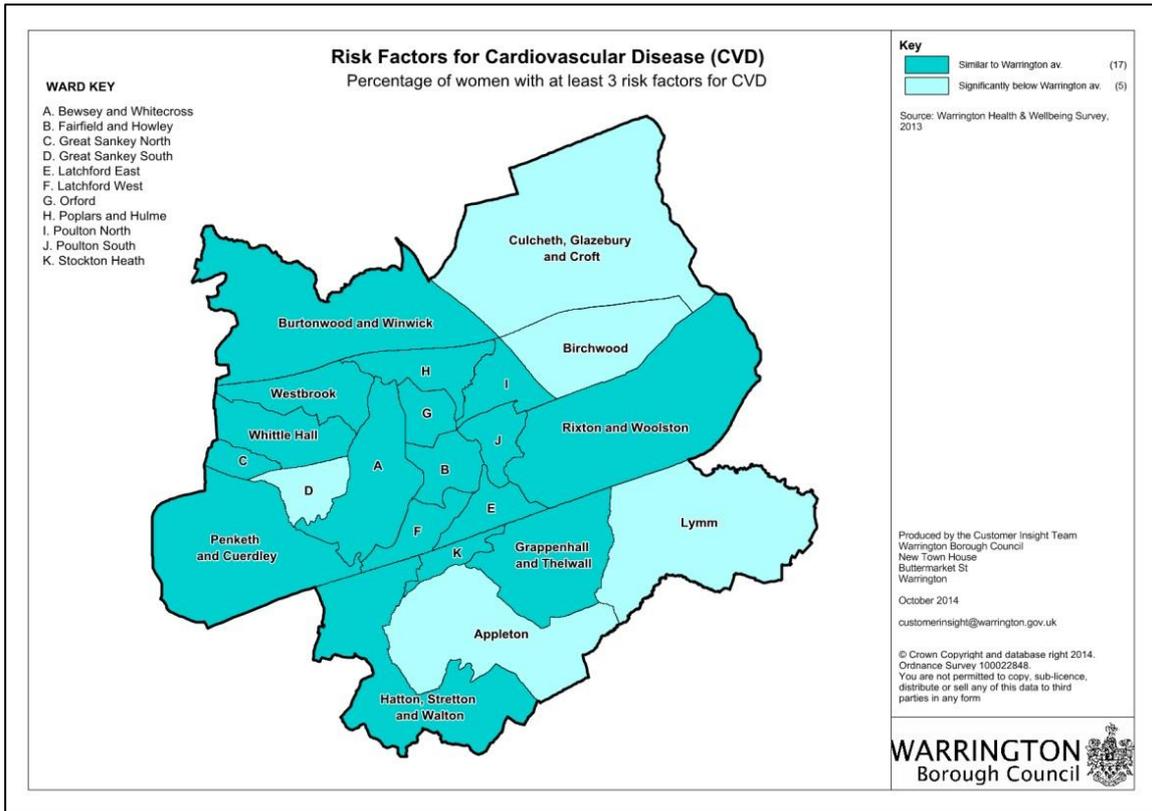
At both a national and local level, men are more likely to die prematurely from CVD than women. Warrington men are significantly more likely to die prematurely from this cause than the England average: between 2010-12 there were 140.4 deaths due to the disease per 100,000 Warrington men aged under 75, compared with 114.0 deaths per 100,000 men aged under 75 across England. Warrington women are more likely to die prematurely from CVD compared with the national average, but the difference is not statistically significant.

The risk factors for CVD are listed below:

- High blood pressure (hypertension)
- Smoking
- High blood cholesterol
- Diabetes
- Lack of exercise
- Being overweight or obese
- Family history of heart disease
- Ethnic background

The maps following show the wards in Warrington where men and women are significantly more or less likely than the Warrington average to experience at least three risk factors for CVD.

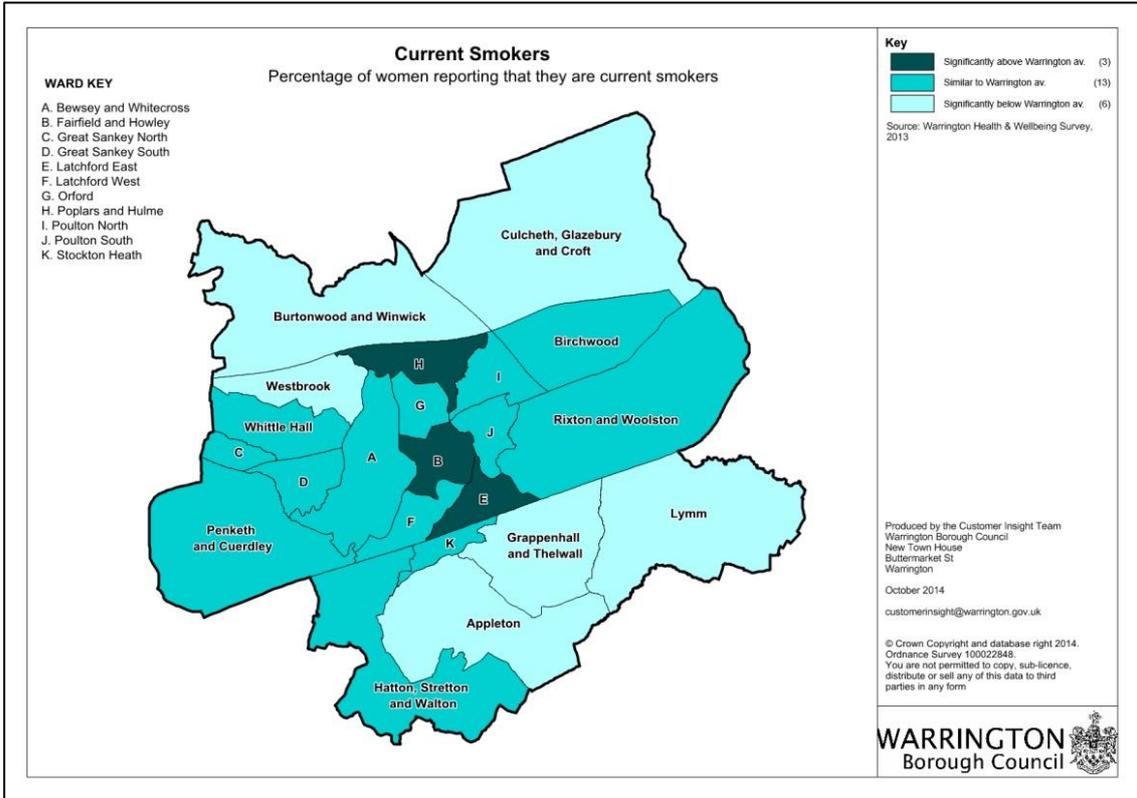
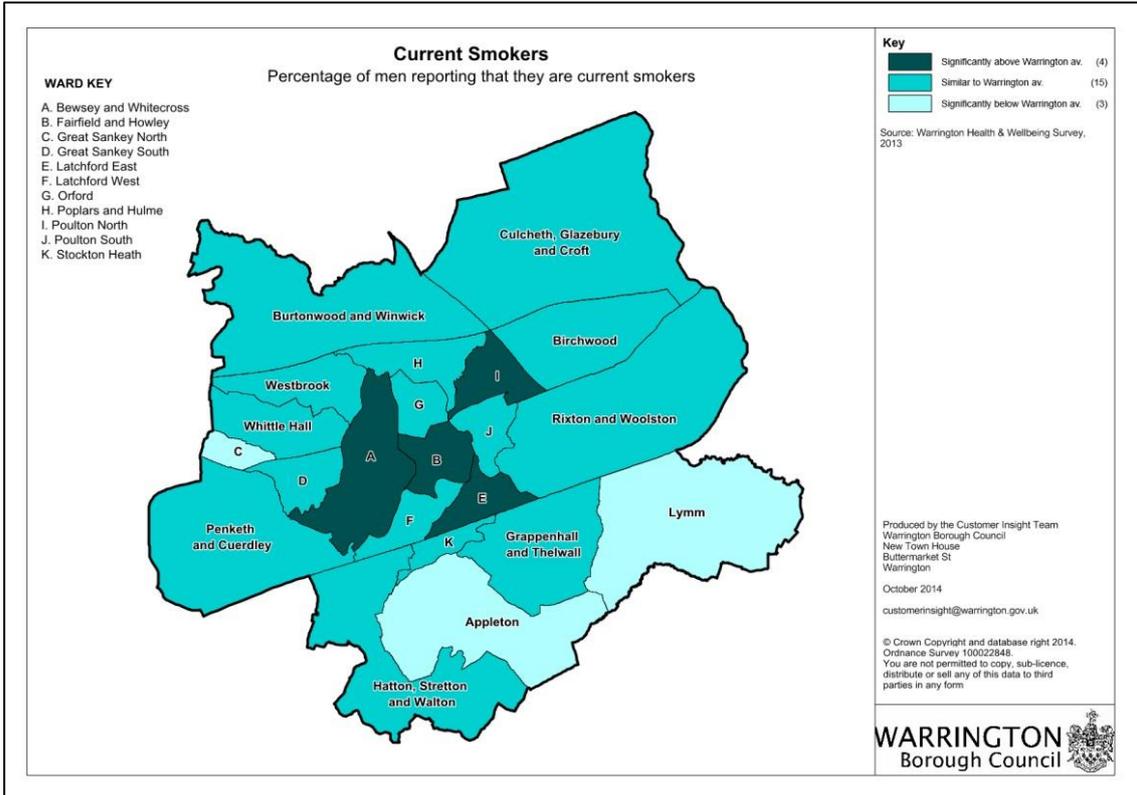




### 5.2.4 Smoking

Warrington residents are more likely than the national average to die from causes due to smoking. Public Health England data estimates that between 2010-12 for every 100,000 residents aged 35+ in Warrington there were 337.4 deaths which were due to smoking. The figure for England is 291.9 deaths per 100,000 residents aged 35+.

Based on data from the Integrated Household Survey, it is estimated that 17.8% of Warrington adults aged 18+ currently smoke, which is not significantly different from the England average. This suggests that smoking behaviour may have changed in Warrington, and that deaths due to smoking may reduce in future if current trends continue. The maps following indicate the wards in which smoking is most prevalent for men and women in Warrington, based on the Health & Wellbeing Survey 2013.



#### 4.2.5 Emotional Wellbeing

Public Health England data analysis shows that people with better emotional wellbeing are less likely to be ill, recover from illness more quickly and have better physical and mental health than average. Mental health is described by the World Health Organisation as “a state of wellbeing in which the individual realises his or her own abilities, can cope with the normal stresses of life, can work productively and fruitfully, and is able to make a contribution to his or her community.”

The national Annual Population Survey 2013 asked respondents to rate their emotional wellbeing in a number of ways. They were asked to rate various factors on a scale from 0 to 10 where 0 was ‘not at all satisfied’ and 10 was ‘completely satisfied’. Public Health England monitors the proportion of respondents who gave a score of 0-4 in response to these questions, and in 2012/13 Warrington’s data (for all factors) was not significantly different from the national average.

##### **Low Emotional Wellbeing scores**

Rating of 0-4* for:	Warrington %	England %	Statistically significant?
Satisfaction with life nowadays	5.1	5.8	No
The things you do in your life are worthwhile	5.8	4.4	No
How happy you felt yesterday	10.5	10.4	No
How anxious you felt yesterday	22.3	21.0	No
* Scale for self-rating: 0 to 10, where 0 is ‘not at all satisfied/worthwhile/happy/anxious’ and 10 is ‘completely satisfied/worthwhile/happy/anxious’			

Source: Annual Population Survey 2013

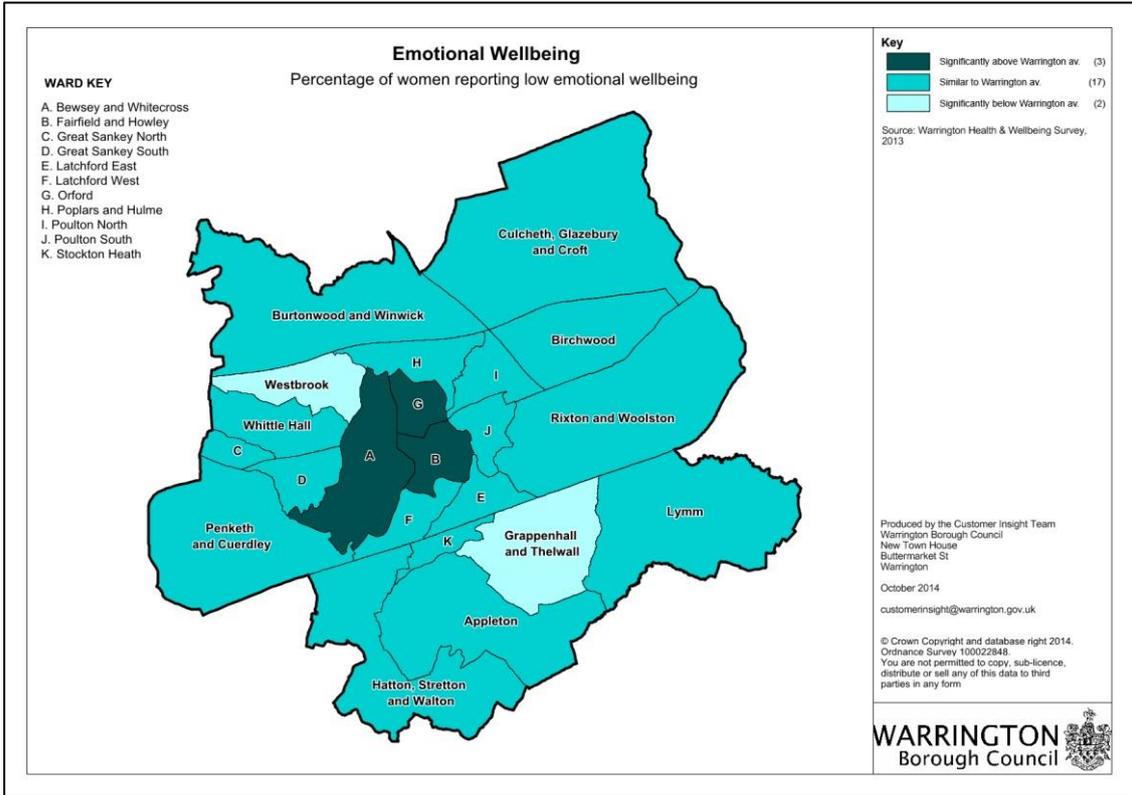
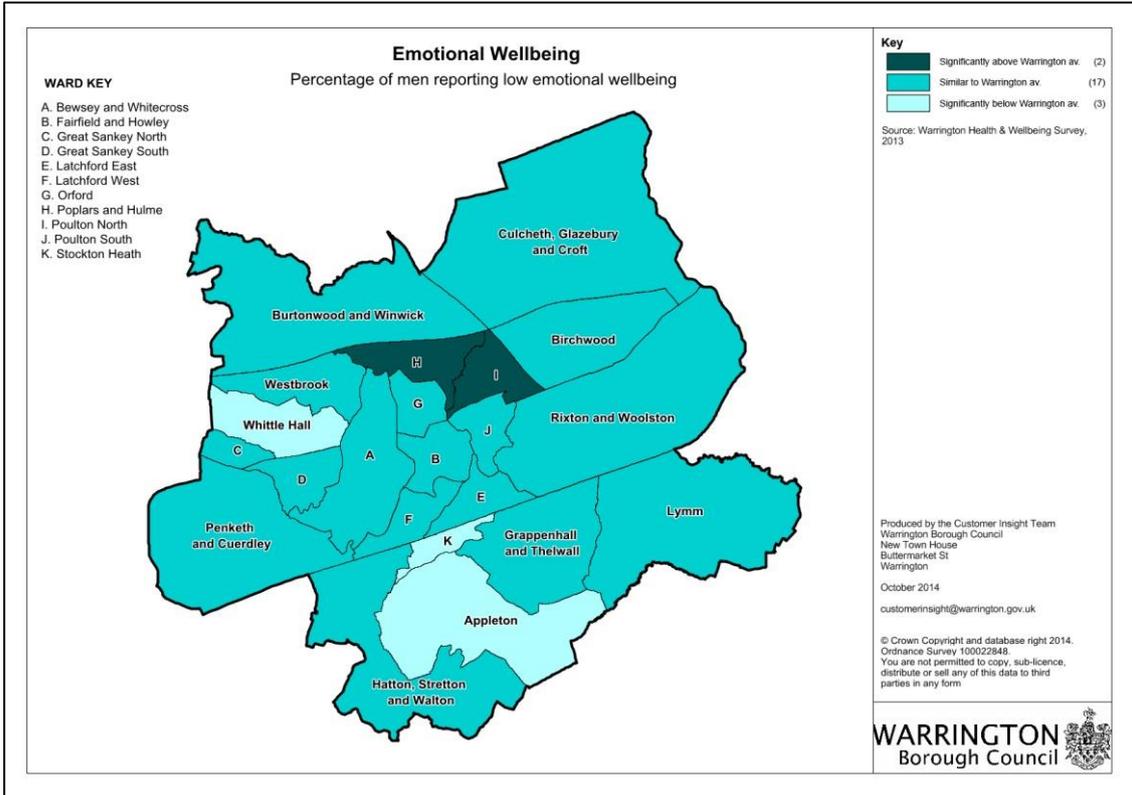
A set of questions on emotional wellbeing were included within the Warrington Health & Wellbeing Survey 2013, based on the Warwick and Edinburgh Mental Wellbeing Scale, which is recognised as a valid tool for measuring wellbeing within the population. There were seven question in total, asking respondents to rate how often they had been feeling:

- Optimistic about the future
- Useful
- Relaxed
- Close to other people
- That they were dealing with problems well
- That they had been thinking clearly
- That they had been able to make up their mind about things.

Ratings were given for each question on a scale from 1-5, where 1 is ‘none of the time’ and 5 is ‘all of the time’. The respondent’s ratings for all questions were summed, and the total score was classified into one of three groups: ‘low’, ‘medium’ and ‘high’ emotional wellbeing. The maximum possible score was 35, but a total score of up to 22 was classified as ‘low’ emotional wellbeing.

An analysis by ward shows that low emotional wellbeing was significantly more common (compared to the Warrington average) amongst men living in Poplars & Hulme and Poulton North, and amongst women living in Bewsey & Whitecross, Orford and Fairfield & Howley.

Low emotional wellbeing was significantly less common amongst men living in Whittle Hall, Stockton Heath and Appleton, and amongst women living in Westbrook and Grappenhall & Thelwall.



## 5 Do People Participate?

### 5.1 Active People Survey – measures of participation

Sport England measures sports participation using the following measures:

- **At least once per week:** at least 4 x 30 minute sessions of moderate intensity sport or physical exercise within the last 28 days (equivalent to one session per week). Moderate activity is enough to raise the breathing rate and vigorous activity is enough to make the person out of breath or sweat.

The indicator does not include recreational walking or recreational cycling, but it does include cycling if done at least once a week at moderate intensity for 30 minutes. It also includes more strenuous walking activities, such as hillwalking, rambling and powerwalking. For those aged 65 and over, it includes light intensity activities such as yoga, pilates, bowls, archery and croquet.

- **Three or more times per week:** at least 12 x 30 minute sessions of moderate intensity sport or physical exercise within the last 28 days (equivalent to three or more sessions per week). Activities as above.
- **Sport and active recreation (NI8):** 12 x 30 minute sessions of moderate intensity sport or physical exercise within the last 28 days (equivalent to three or more sessions per week). Activities as above, plus recreational walking and cycling.

NB Sport England uses a different definition of activity from that used by Public Health England and the Chief Medical Officers for England, Wales, Scotland and Northern Ireland (see section 6.9).

### 5.2 Active People Survey – margins of error

This section mainly measures participation using data taken from the Active People Survey (APS) 2012/13, which ran from October 2012 to October 2013. Figures for the interim survey for the twelve months to April 2014 are also quoted as an early indication of 2013/14 results.

The respondent base for the 2012/13 survey in Warrington consisted of 497 people aged 16+. Midyear 2012 population estimates for Warrington put the population aged 16+ at 164,661 individuals. Results for a sample of 497 respondents from a population of this size produce data which are subject to a margin of error of +/- 4.3 percentage points at a 95% confidence level.

This means that if the APS 2012/13 had been repeated twenty times within the year, then we can be sure that for nineteen of those twenty occasions (i.e. 95% of the time) the results achieved would lie within 4.3 percentage points of those actually published.

When data for all Warrington respondents are compared between different surveys, change can only be regarded as statistically significant if there is a difference of more than 4.3 percentage points between the figures being compared.

2012/13 data for the North West and England are subject to the following margins of error:

- +/- 0.7 percentage points North West
- +/- 0.2 percentage points England

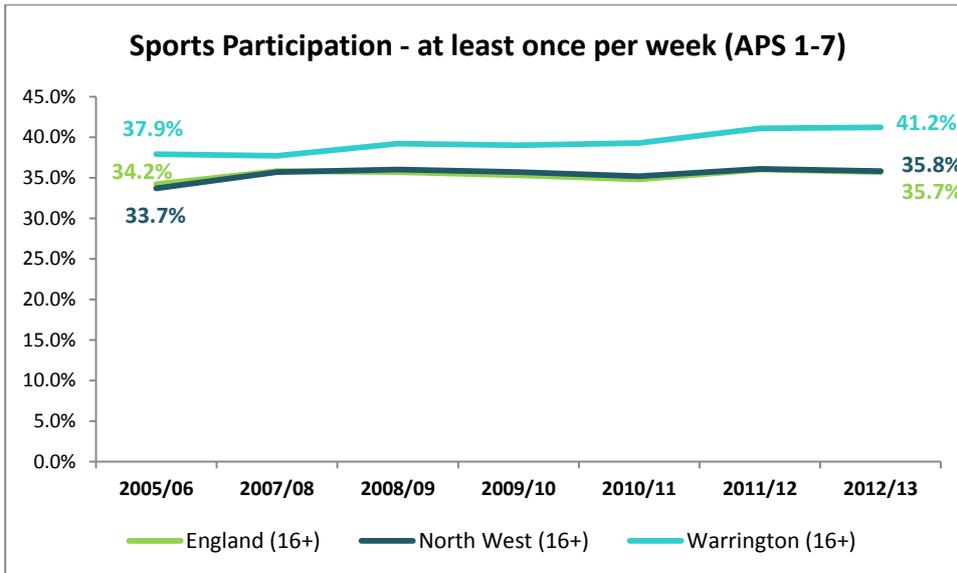
Without more information about the profile of Warrington respondents it is not possible to calculate margins of error for subgroups, e.g. according to gender, age, ethnicity, disability or economic status.

### 5.3 Overall activity rates – at least once per week

#### 6.3.1 Participation Age 16+

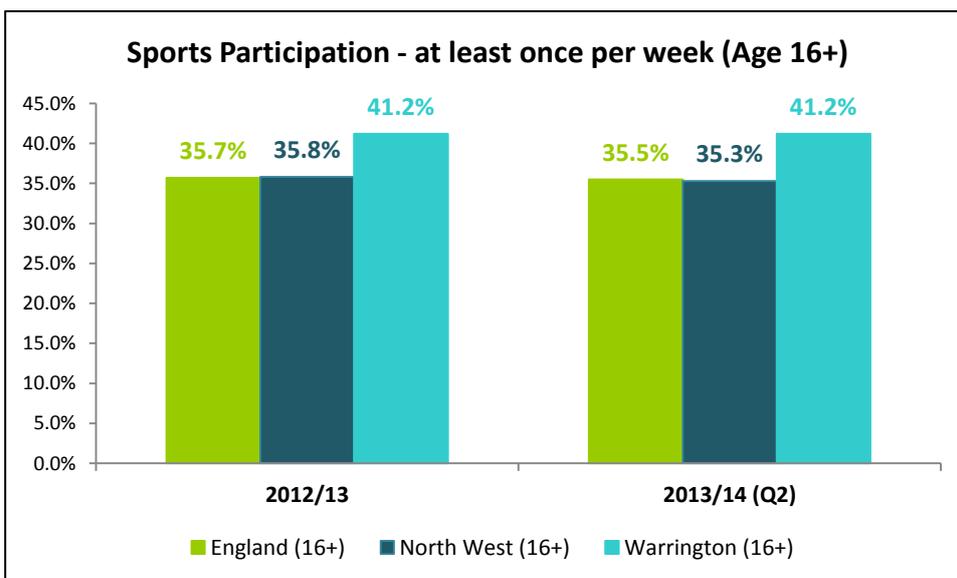
Sports participation in Warrington as measured by the Active People Survey has consistently been higher than the North West and England averages. Final data for 2012/13 indicates that 41.4% of respondents aged 16+ had taken part in at least one session per week of moderate intensity exercise in the previous month. Differences between Warrington data and the national and regional averages are statistically significant.

It should be noted that the apparent increase in sports participation at least once per week reported for Warrington since 2005/06 is not statistically significant. In statistical terms, there has been no change in participation within the area since 2005/06.



Source: Sport England Active People Surveys 1-7

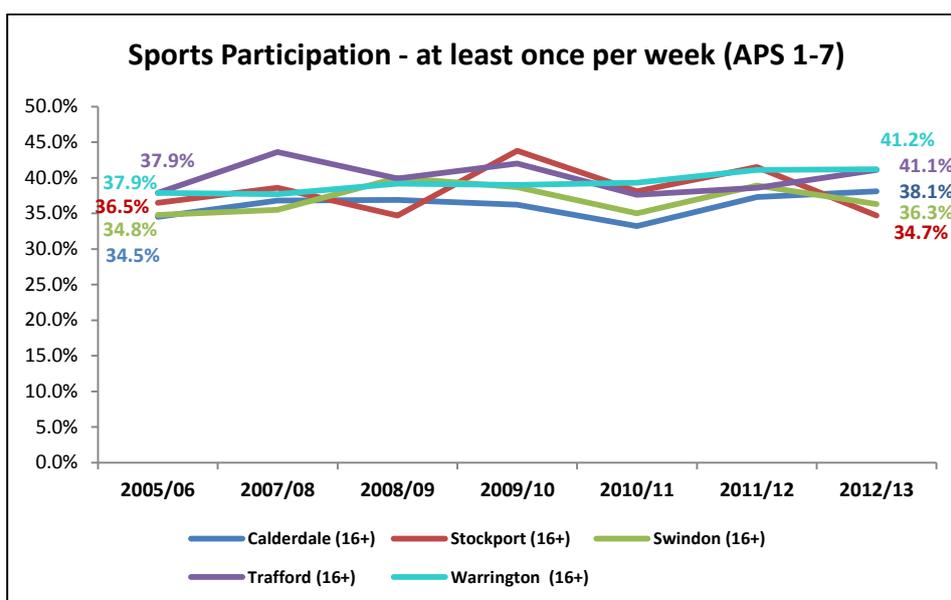
Participation rates from 2012/13 have been maintained within Warrington through 2013/14, as at April 2014.



Source: Sport England Active People Surveys 7 and 8 (Q2)

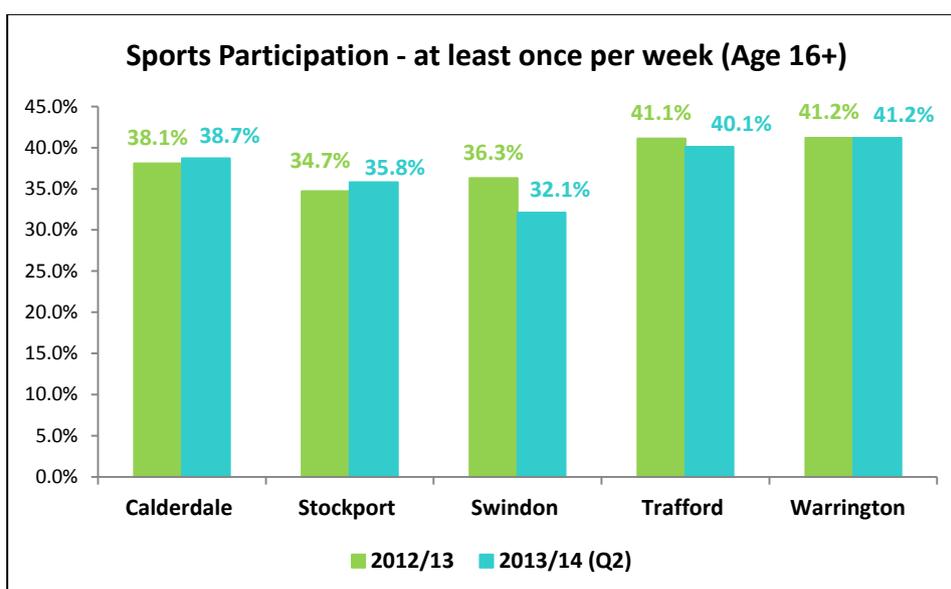
## Nearest Neighbours

Compared with its Nearest Neighbour authorities, as designated by the Chartered Institute of Public Finance and Accountancy (CIPFA), Warrington has seen a more consistent level of participation at least one per week since 2005/06, and in 2012/13 overtook Trafford as the best-performing authority in the group. However the differences in figures for 2012/13 are not statistically significant.



Source: Sport England Active People Surveys 1-7

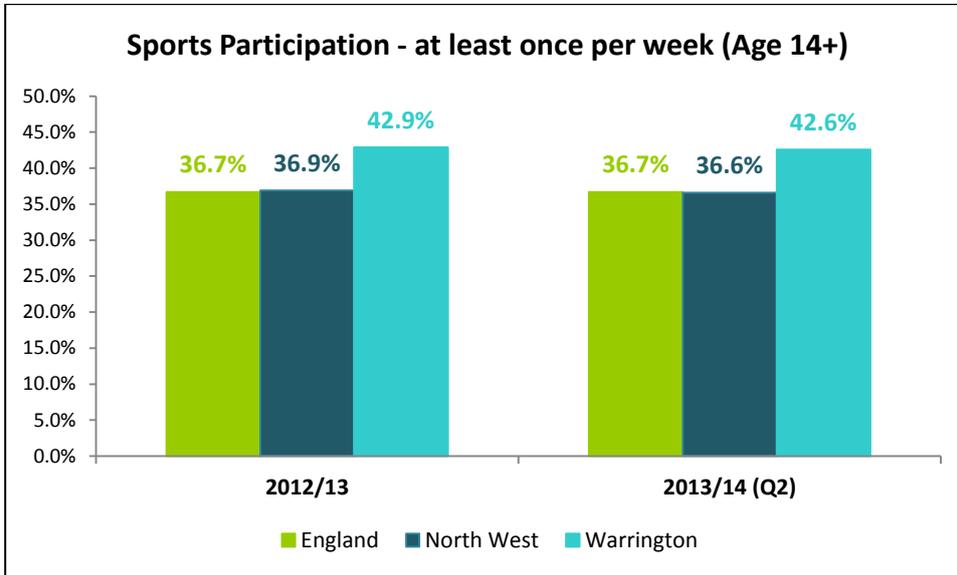
The data suggest that Warrington is the best-performing authority within the Nearest Neighbour group at April 2014, but the only statistically significant difference is with Swindon.



Source: Sport England Active People Surveys 7 and 8 (Q2)

### 6.3.2 Participation Age 14+

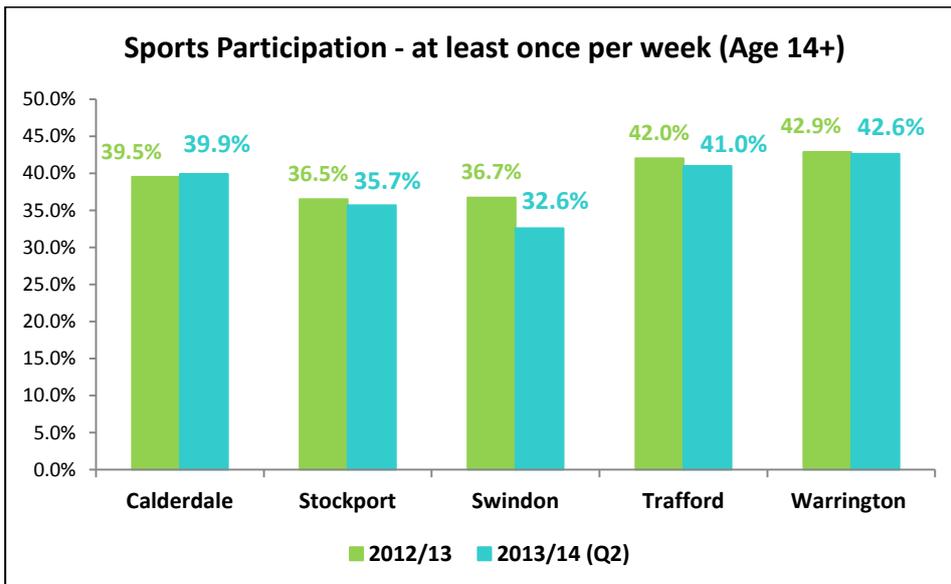
Warrington outperforms the regional and national averages for participation at least once per week amongst residents aged 14+. These differences are statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

### Nearest Neighbours

Warrington appears to be the group leader amongst its Nearest Neighbours for age 14+ participation at least once per week, but the only statistically significant difference is with the figure for Swindon.



Source: Sport England Active People Surveys 7 and 8 (Q2)

### 6.3.3 Participation by Gender

#### APS 1-7

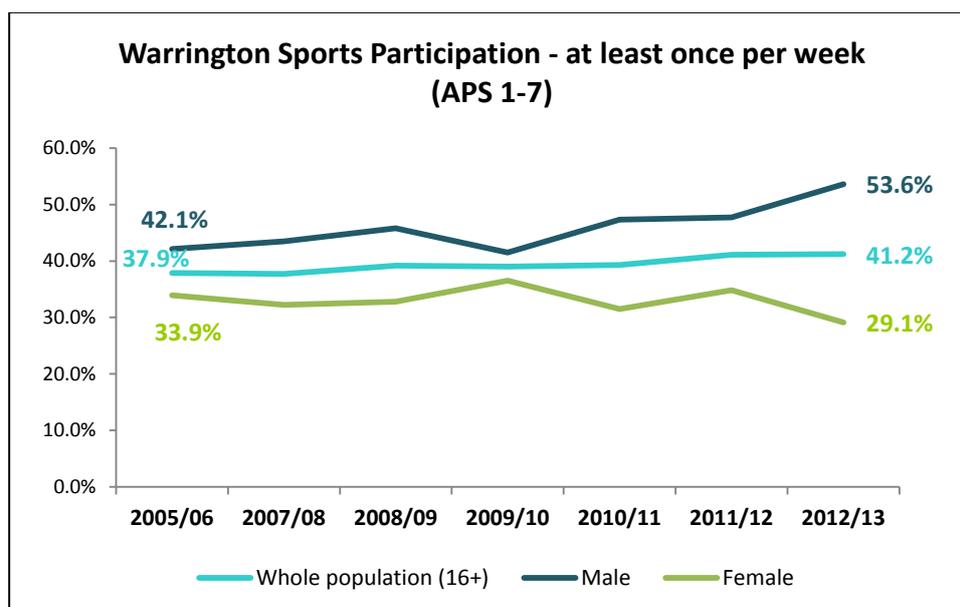
The rate of participation amongst Warrington women appears to have declined since 2005/06 by -4.8%, compared with an increase of +11.5% for men, although **it is not possible** to say whether this change is statistically significant. At regional and national level the rate of participation by women has increased over the same period. **It is not possible** to say if the differences are statistically significant.

#### *Participation in sport/physical activity at least once per week (age 16+) by gender*

Age: All 16+	Warrington %			North West %			England %		
	2005/06	2012/13	Change	2005/06	2012/13	Change	2005/06	2012/13	Change
All	37.9	41.2	3.3	33.7	35.8	2.1	34.2	35.7	1.5
Male	42.1	53.6	11.5	42.4	42.3	-0.1	8.9	40.9	2.0
Female	33.9	29.1	-4.8	2.8	29.6	0.8	29.8	30.7	0.9

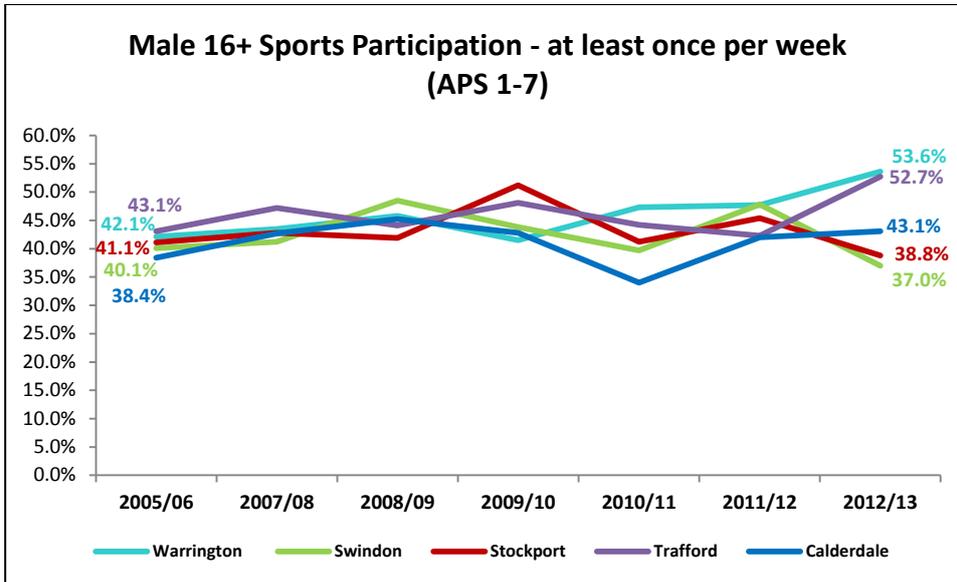
Source: Sport England Active People Surveys 1 and 7

Since 2005/06 men in Warrington have consistently been more likely to take part in sport and physical activity than women. This trend is also seen at national and regional level.



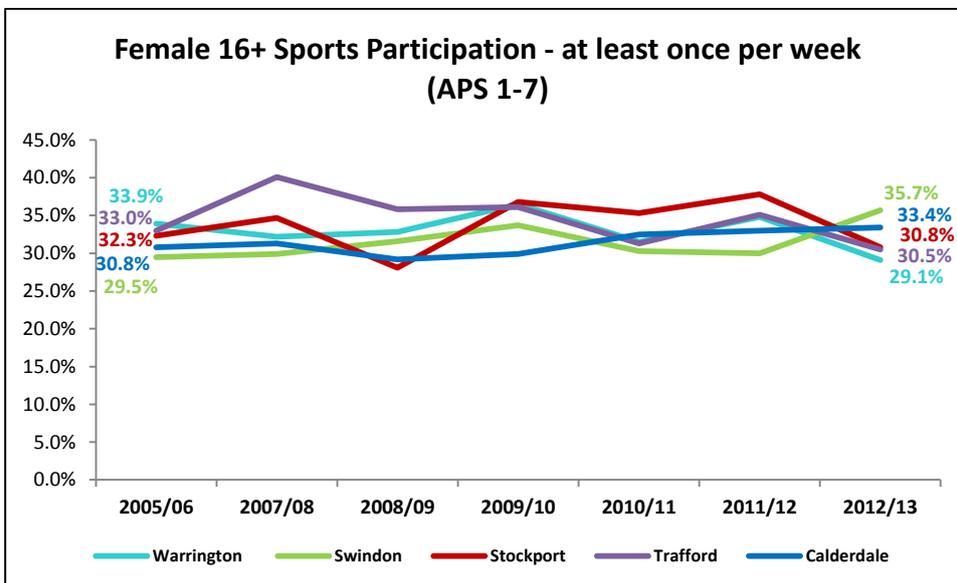
Source: Sport England Active People Surveys 1-7

Participation amongst Warrington males age 16+ appears to be improving consistently compared with performance amongst its Nearest Neighbours. Warrington males appear to have the highest participation rates within the group, but **it is not possible** to say whether the difference is statistically significant.



Source: Sport England Active People Surveys 1-7

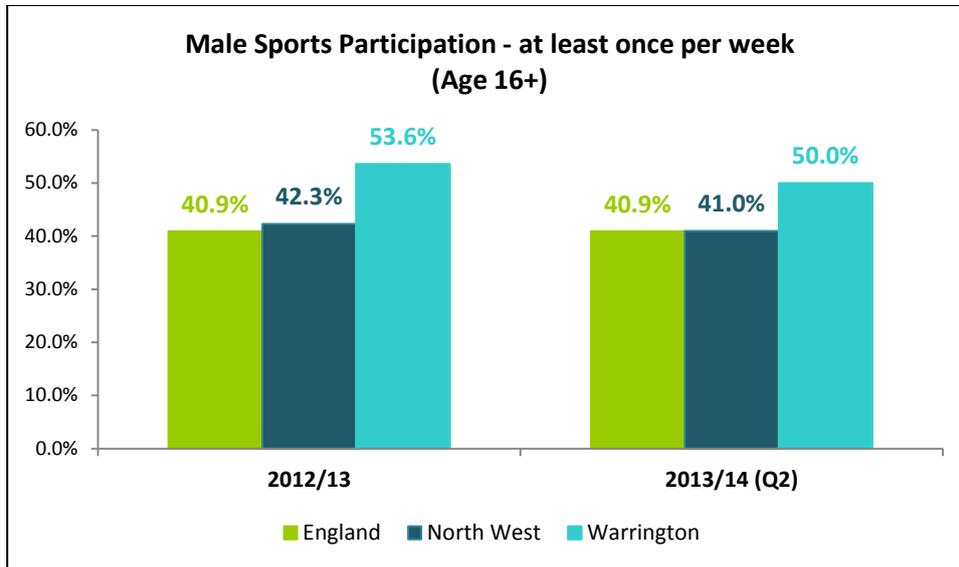
For participation amongst women age 16+, Warrington appears to have declined from top performer amongst its Nearest Neighbours in 2005/06, to worst-performing authority in 2012/13. **It is not possible** to say whether the change is statistically significant.



Source: Sport England Active People Surveys 1-7

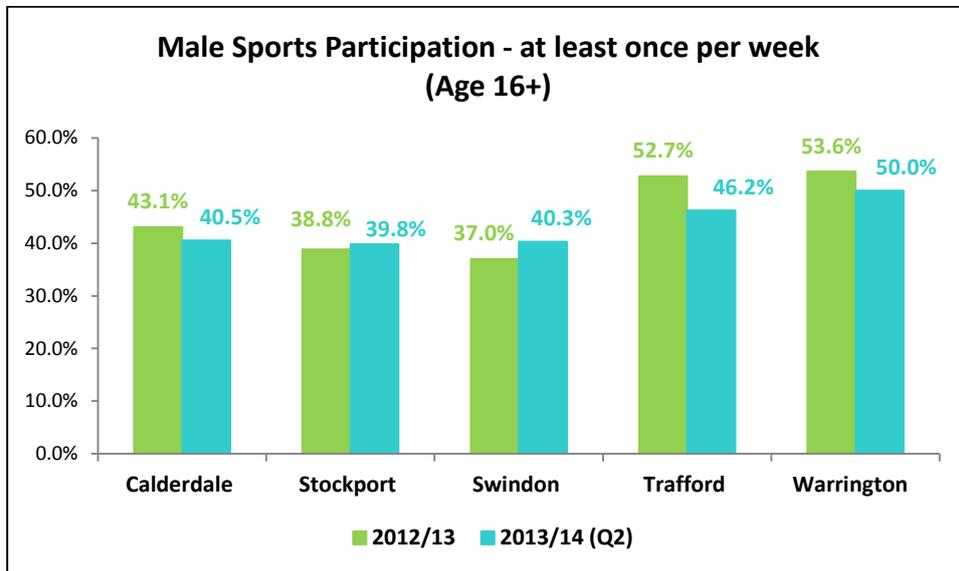
### APS 7-8 (Q2)

In the year to April 2014, male participation reduced in Warrington but remained above the regional and national averages. **It is not possible** to tell whether the differences in figures are statistically significant.



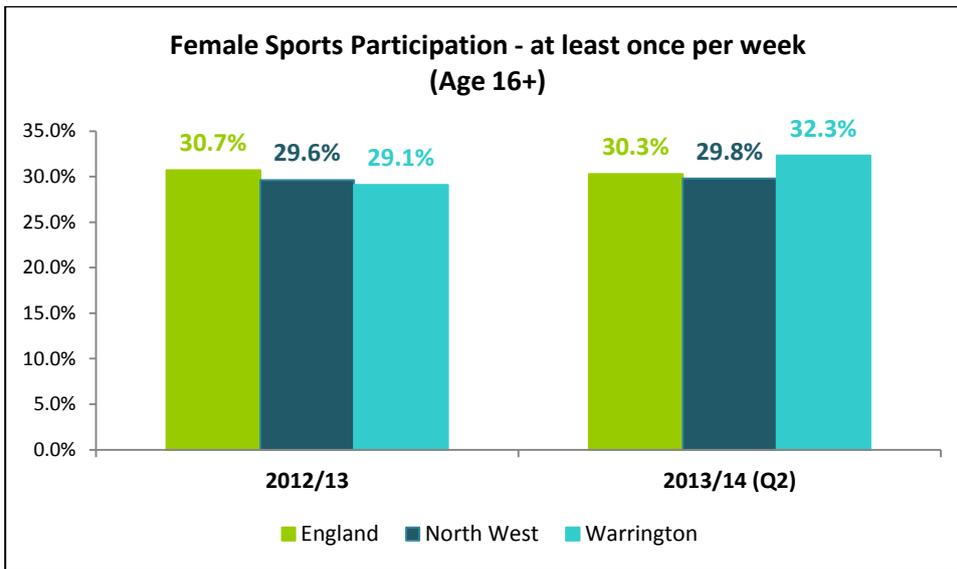
Source: Sport England Active People Surveys 7 and 8 (Q2)

The data suggest that Warrington males aged 16+ continue to outperform their Nearest Neighbours, despite improved participation rates in Stockport and Swindon. However, **it is not possible** to say whether the differences are statistically significant.



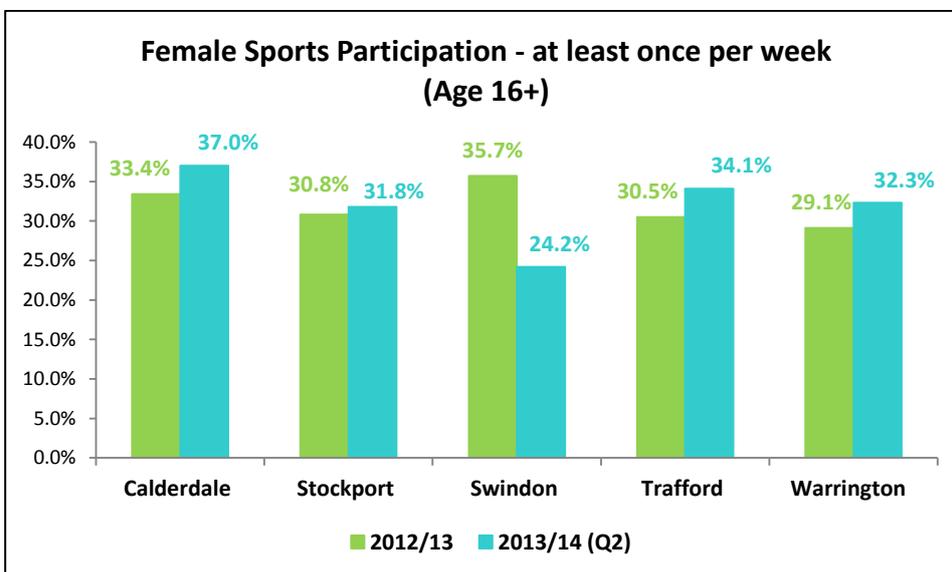
Source: Sport England Active People Surveys 7 and 8 (Q2)

Female sports participation for the year to April 2014 shows an increase compared with 2012/13, and the rate is now above national and regional averages. **It is not possible** to say whether the differences are statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

Participation for the year to April 2014 by women aged 16+ has also increased in most of Warrington’s comparator authorities compared with 2012/13, but Warrington’s rate of improvement has moved it up from fifth position to third within the group, behind Calderdale and Trafford. **It is not possible** to say whether these differences are statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

### 6.3.4 Participation by Socio-economic group

In Warrington sports participation amongst people from socio-economic classes 1-4<sup>14</sup> has declined marginally between 2005/06 and 2012/13. This is contrary to national and regional trends, but **it is not possible** to say whether the differences are statistically significant.

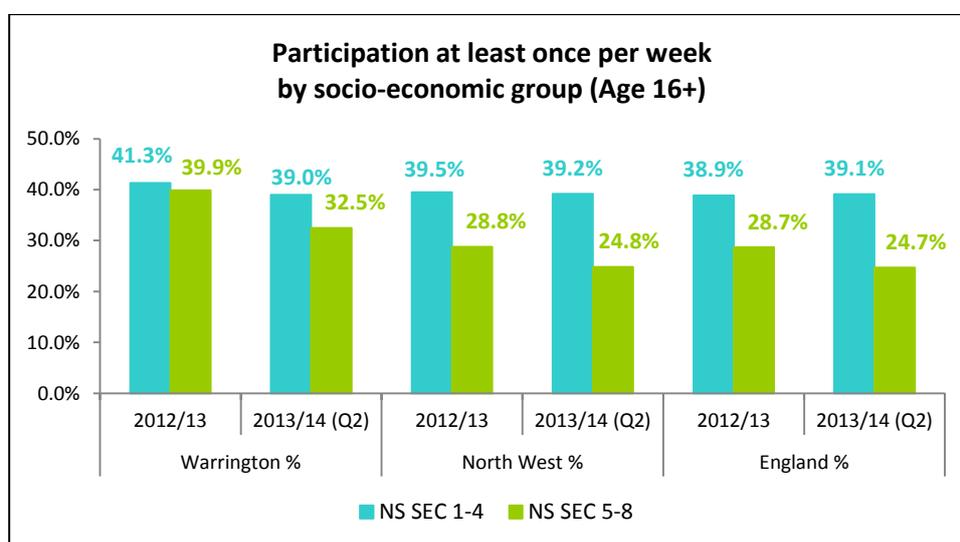
Increased participation in Warrington seems to be driven by a 10.6% point increase in activity amongst socio-economic groups 5-8<sup>15</sup> but **it is not possible** to say whether the change is statistically significant.

#### **Participation in sport/physical activity at least once per week (age 16+) by socio-economic group**

Age: All 16+	Warrington %			North West %			England %		
	2005/06	2012/13	Change	2005/06	2012/13	Change	2005/06	2012/13	Change
NS SEC 1-4	42.2	41.3	-0.9	33.7	35.8	2.1	37.2	38.9	1.7
NS SEC 5-8	29.3	39.9	10.6	26.2	28.8	2.6	26.9	28.7	1.8

Source: Sport England Active People Surveys 1 and 7

In the year to April 2014, participation in Warrington by people in socio-economic groups 5-8 fell once more, but rates remained above the regional and national averages. There was a marginal fall in participation by higher socio-economic groups over the same period, contrary to national and regional trends. **It is not possible** to say whether these changes are statistically significant.



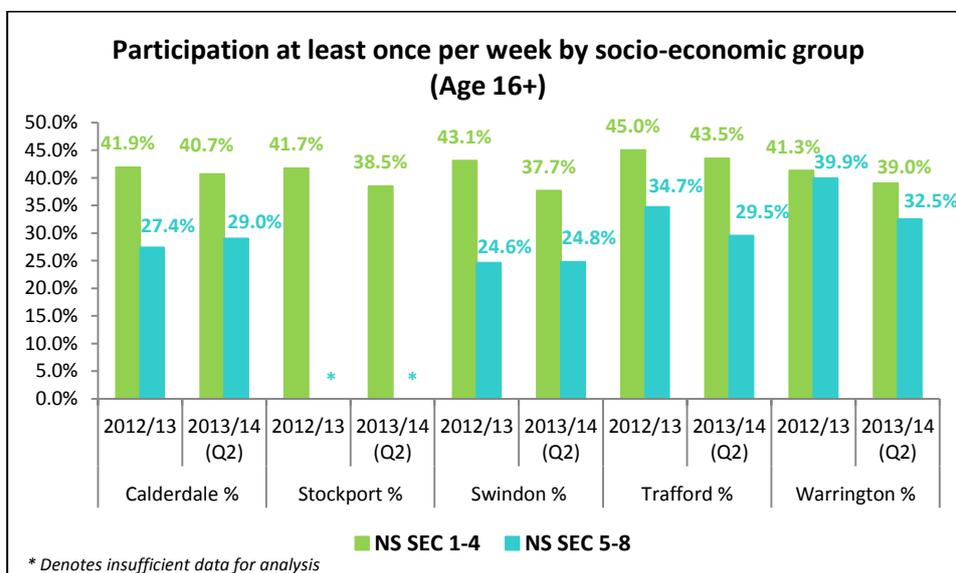
Source: Sport England Active People Surveys 7 and 8 (Q2)

<sup>14</sup> Higher managerial, administrative and professional occupations; Lower managerial, administrative and professional occupations; Intermediate occupations and Small employers/Own account workers.

<sup>15</sup> Lower supervisory and technical occupations; Semi-routine occupations; Routine occupations and those who have never worked or are unemployed.

## Nearest Neighbours

For the year to April 2014, within the group of Warrington's Nearest Neighbours, the trend of decline in sports participation by people in higher socio-economic groups is seen across all comparator authorities. However, the decline in participation seen amongst people from lower socio-economic groups in Warrington is shared only by Trafford, where data are available. **It is not possible** to say whether the changes are statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

### 6.3.5 Participation by Age

2012/13 data indicates that sports participation rates for Warrington's residents aged 35-44 and 45-54 have both increased since 2005/06. Participation rates are above the national and regional averages, although **it is not possible** to determine whether the differences are statistically significant.

No 2012/13 data is available for other age groups, due to small sample sizes, but given the overall increase in activity reported for Warrington, it is likely that participation in non-reported age groups has declined this year, contrary to national and regional trends.

Analysis is not possible for Warrington's Nearest Neighbours by age, due to small sample sizes.

#### **Participation in sport/physical activity at least once per week (age 16+) by age**

Age: All 16+	Warrington %			North West %			England %		
	05/06	12/13	Change	05/06	12/13	Change	05/06	12/13	Change
Age 16-24	65.5	*	~	56.6	55.3	-1.3	55.7	53.7	-2.0
Age 26-34	47.7	*	~	44.7	45.7	1.0	45.2	45.0	-0.2
Age 35-44	44.3	51.9	7.6	39.2	42.7	3.5	39.4	41.8	2.4
Age 45-54	29.9	42.3	12.4	29.6	35.5	5.9	30.0	34.6	4.6
Age 55-64	25.7	*	~	22.4	25.1	2.7	22.8	25.7	2.9
Age 65+	19.1	*	~	14.8	17.1	2.3	16.0	18.3	2.3

\* Data suppressed due to small sample sizes ~ Unable to calculate data due to suppression

Source: Sport England Active People Surveys 1 and 7

### 6.3.6 Participation by Ethnicity and Disability

APS 2012/13 sample sizes for residents from non-White British ethnic groups and those with a disability that limits their activities are too small to allow for analysis.

A comparison of the rate of change in take-up amongst White British residents and those without a disability with the overall figure for Warrington suggests that participation may have decreased since 2005/06 amongst residents from other ethnic groups and those with a disability that limits their activities. This is contrary to the regional and national trends of increased participation amongst these groups.

#### **Participation in sport/physical activity at least once per week (age 16+) by ethnicity and disability**

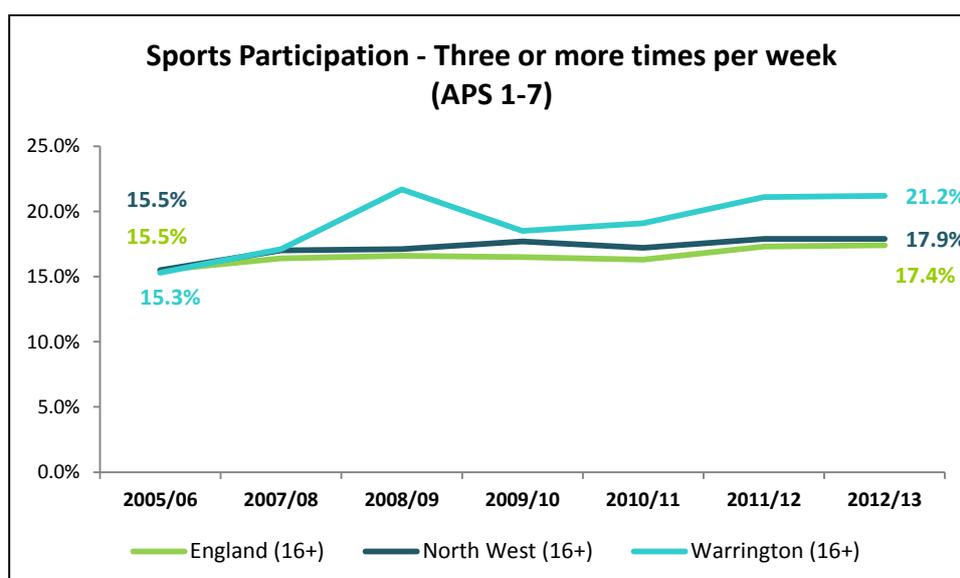
Age: All 16+	Warrington %			North West %			England %		
	05/06	12/13	Change	05/06	12/13	Change	05/06	12/13	Change
White British	38.3	41.8	3.5	33.7	35.3	1.6	34.0	35.4	1.4
Other ethnic group	*	*	~	34.0	40.3	6.3	35.5	37.1	1.6
No limiting disability	41.9	45.8	3.9	38.0	40.0	2.0	37.8	39.2	1.4
Limiting disability	*	*	~	14.5	17.9	3.4	15.1	18.5	3.4

\* Data suppressed due to small sample sizes ~ Unable to calculate data due to suppression

Source: Sport England Active People Surveys 1 and 7

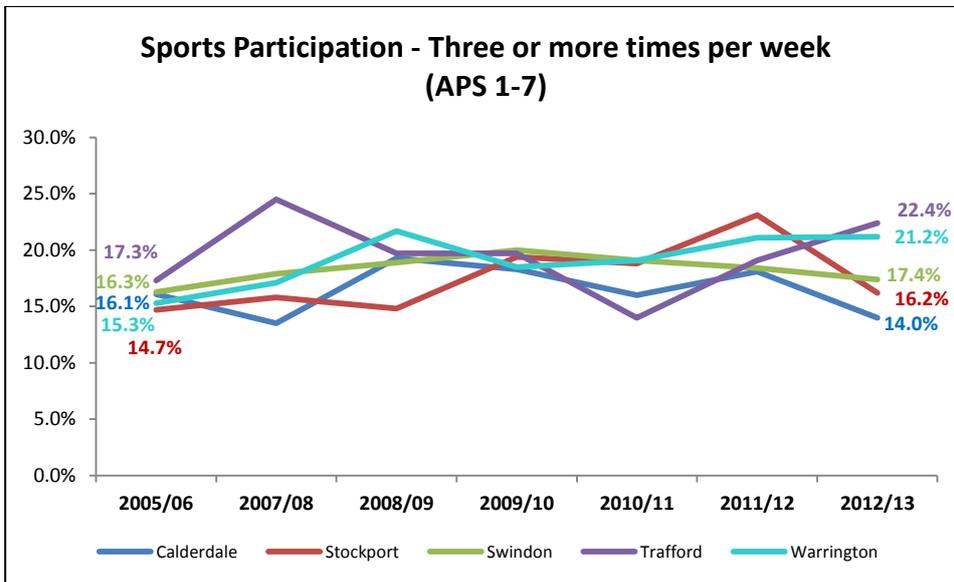
### 5.4 Overall activity rates – Three or more times per week

Participation three or more times per week appears more common in Warrington than at a regional or national level in 2012/13, but these differences are not statistically significant. Participation at this level has increased by 5.9% points since 2005/06, but **it is not possible** to say whether the improvement is statistically significant.



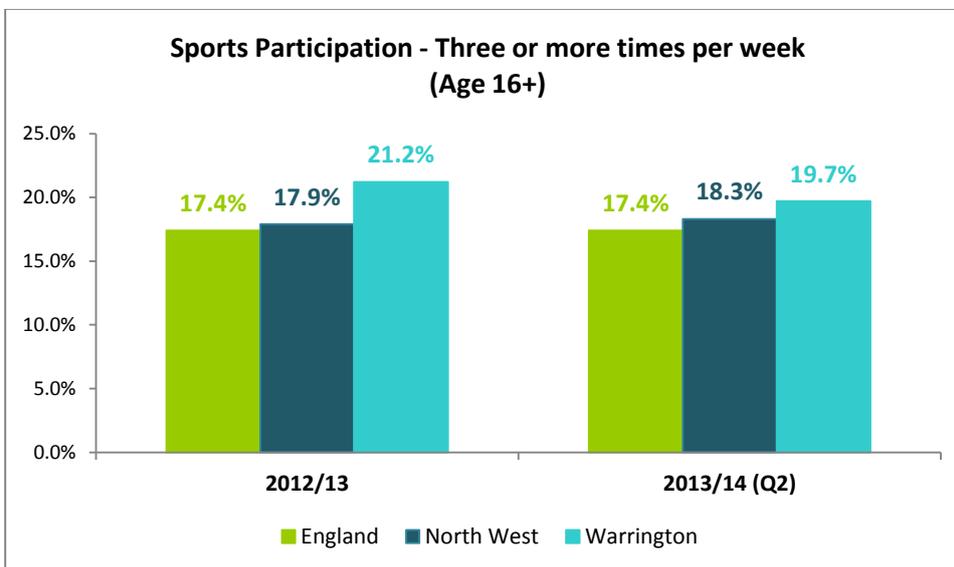
Source: Sport England Active People Surveys 1-7

In comparison with its Nearest Neighbours, Warrington's overall participation rate for three or more times per week appears to have improved since 2005/06. Warrington now ranks second, behind Trafford, rather than fourth as it was in 2005/06. However differences in the figures for 2012/13 are not statistically significant.



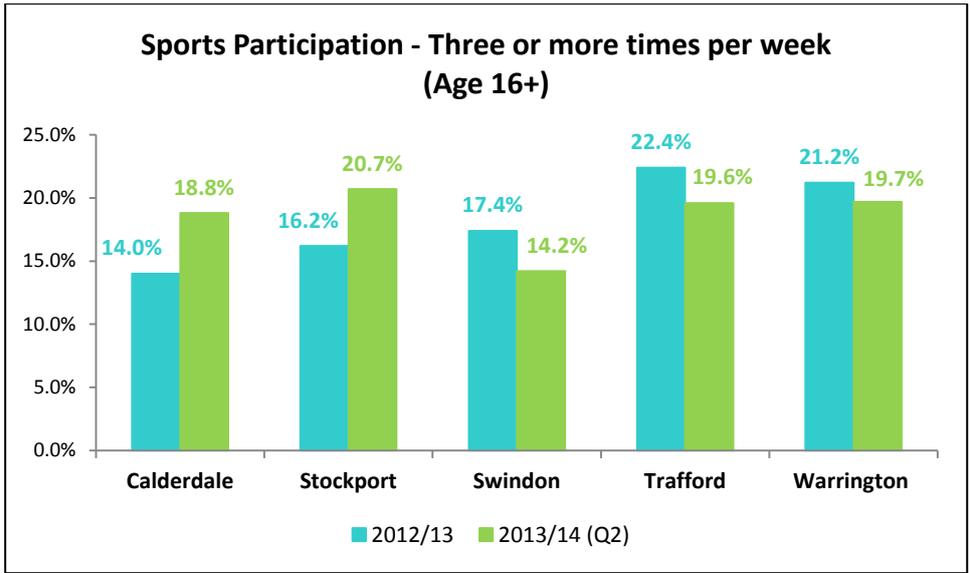
Source: Sport England Active People Surveys 1-7

In the year to April 2014 there has been a marginal decline in participation three or more times per week in Warrington, but rates remain ahead of regional and national averages and the differences between figures to April 2014 are statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

Amongst Warrington's Nearest Neighbours group, Calderdale and Stockport show improvement in their rate of participation three or more times per week between 2012/13 and the year to April 2014, whereas the remaining three authorities have seen a decline. Differences in the figures are not statistically significant.

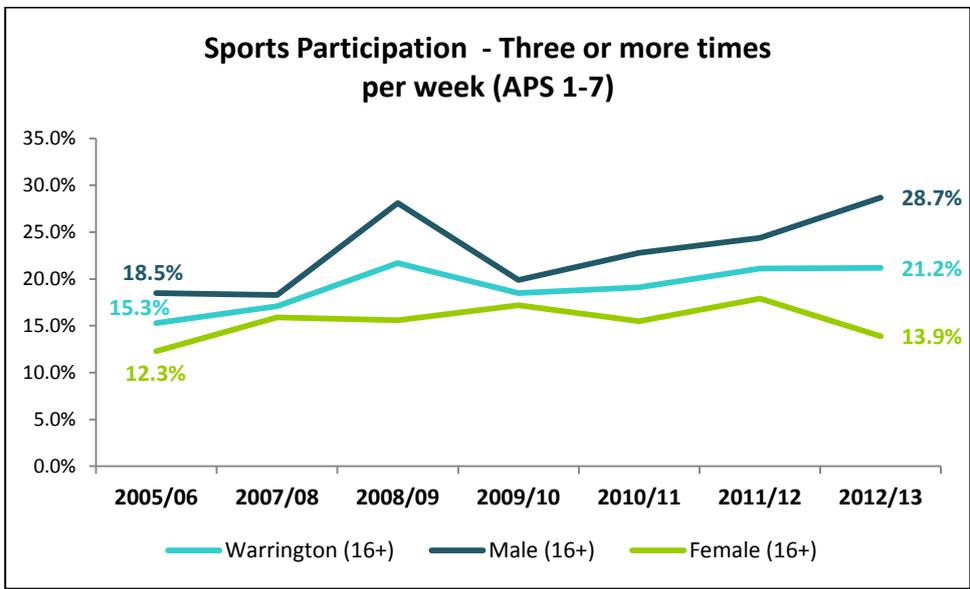


Source: Sport England Active People Surveys 7 and 8 (Q2)

### 6.4.1 By Gender

#### APS 1-7

Since 2005/06 men in Warrington have consistently been more likely than women to take part in sport or physical activity three or more times per week. In the last year there appears to have been a decline in female participation at this rate, but **it is not possible** to say whether the change is statistically significant.



Source: Sport England Active People Surveys 1-7

Rates of male sports participation three or more times per week are higher in Warrington than the national and regional averages, and the rate of change since 2005/06 is also higher. Participation amongst women is marginally higher than both national and regional averages,

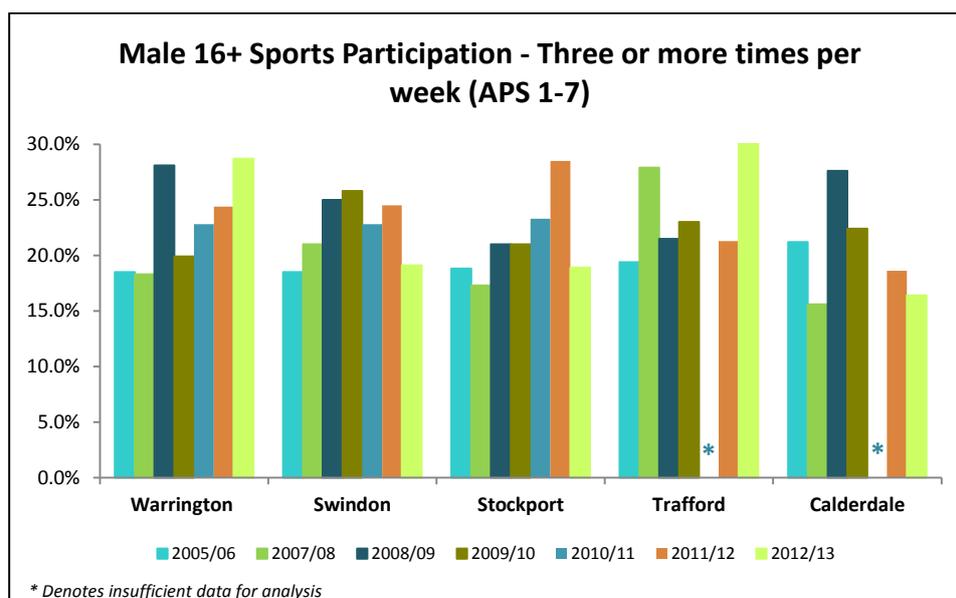
but the rate of change is equal to the North West figure. **It is not possible** to say whether the differences are statistically significant, however.

**Sports Participation – Three or more times per week**

Age: All 16+	Warrington %			North West %			England %		
	2005/06	2012/13	Change	2005/06	2012/13	Change	2005/06	2012/13	Change
All	15.3	21.2	5.9	15.5	17.9	2.4	15.5	17.4	1.9
Male	18.5	28.7	10.2	19.6	22.7	3.1	18.9	21.4	2.5
Female	12.3	13.9	1.6	11.7	13.3	1.6	12.3	13.6	1.3
NS SEC 1-4	16.9	21.1	4.2	16.8	19.4	2.6	16.5	18.7	2.2

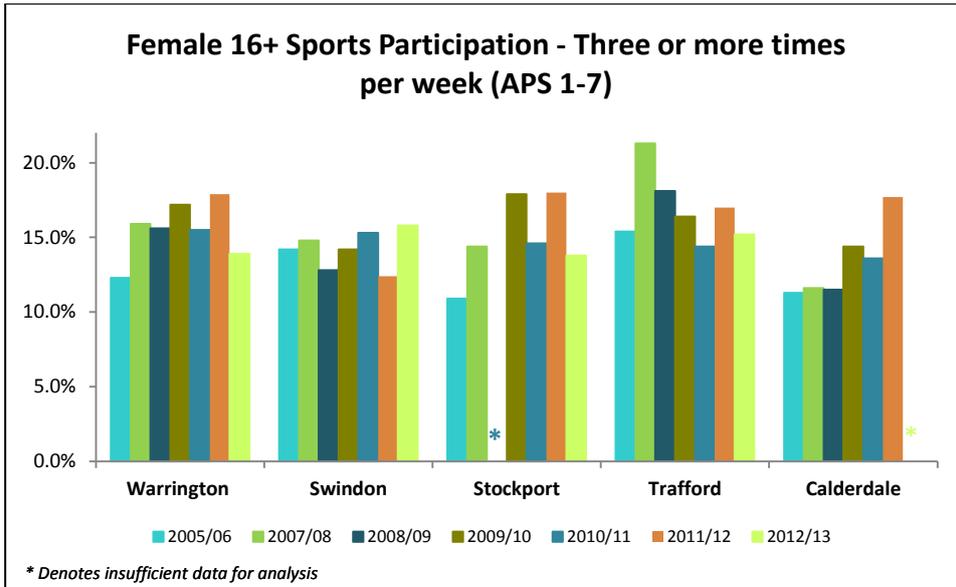
Source: Sport England Active People Surveys 1 and 7

Amongst Warrington’s Nearest Neighbour group, it is once more Warrington males who have shown the most consistent improvement in participation three or more times per week since 2005/06. Warrington males are now ranked second within the group, behind men in Trafford (30.2%). **It is not possible** to say if the differences are statistically significant.



Source: Sport England Active People Surveys 1-7

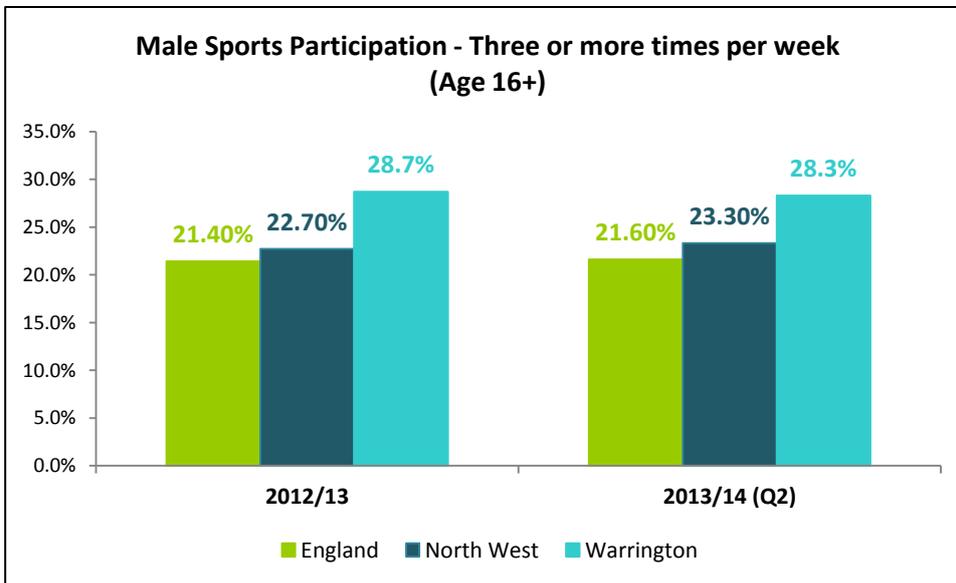
Within Warrington’s Nearest Neighbour group participation by women three or more times per week has declined for three authorities (no data is available for Calderdale), but has improved in Swindon. For 2012/13 Warrington ranks in third position out of the four authorities for which data is available, slightly ahead of Stockport (13.8%). Warrington was also third in 2005/06. **It is not possible** to say whether the differences are statistically significant.



Source: Sport England Active People Surveys 1-7

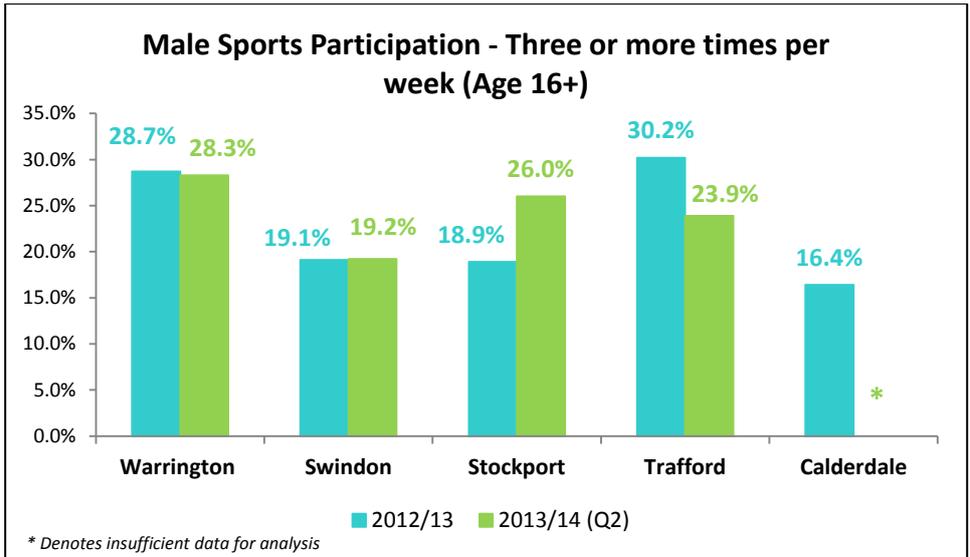
### APS 7-8 (Q2)

Within Warrington, male participation at least three times per week has fallen marginally in the year to April 2014, but participation remains ahead of national and regional rates. **It is not possible** to say whether the differences are statistically significant.



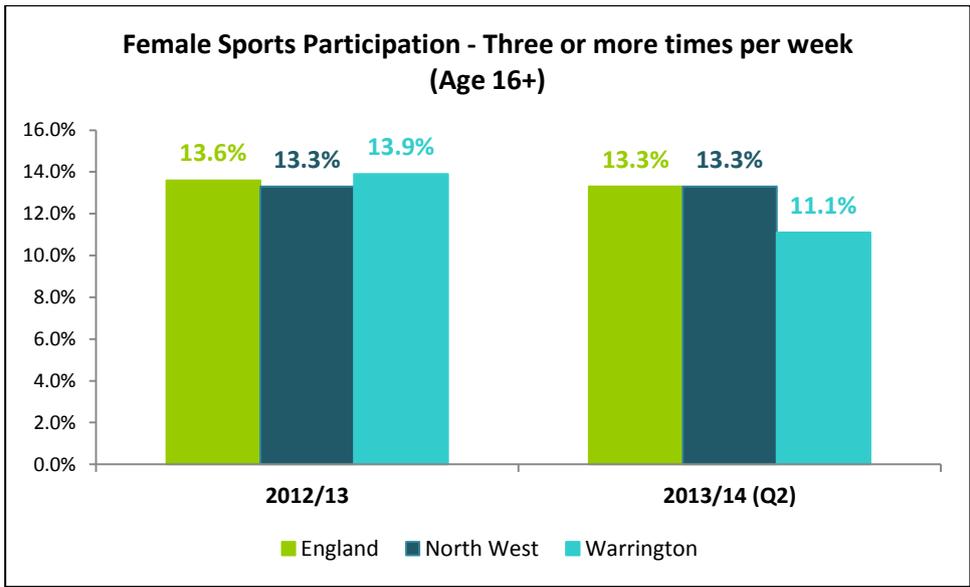
Source: Sport England Active People Surveys 7 and 8 (Q2)

Despite the marginal reduction in male participation three or more times per week, Warrington appears to remain the highest-performing authority within its Nearest Neighbour group. **It is not possible** to say whether the differences are statistically significant.



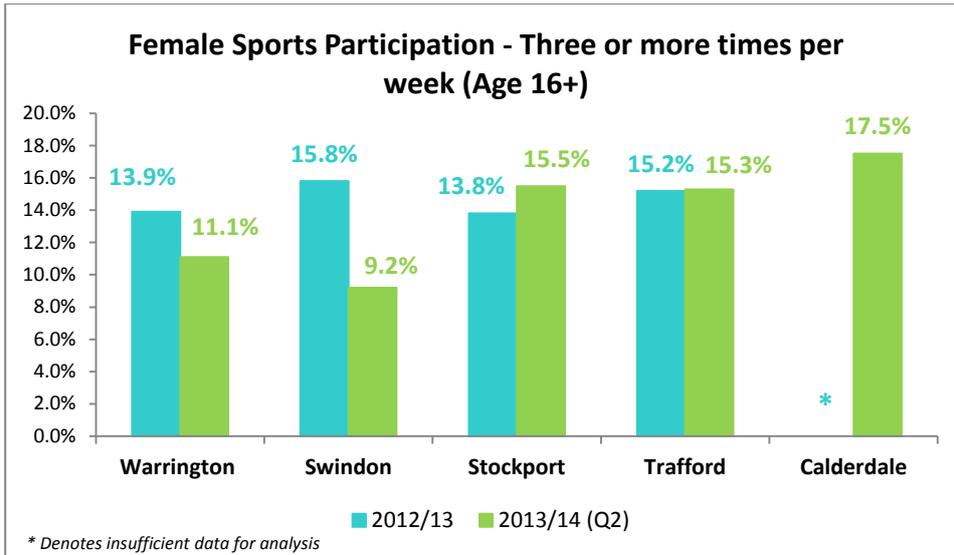
Source: Sport England Active People Surveys 7 and 8 (Q2)

Within Warrington, female participation at least three times per week has fallen in the year to April 2014 and is now below national and regional averages. **It is not possible** to say whether these differences are statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

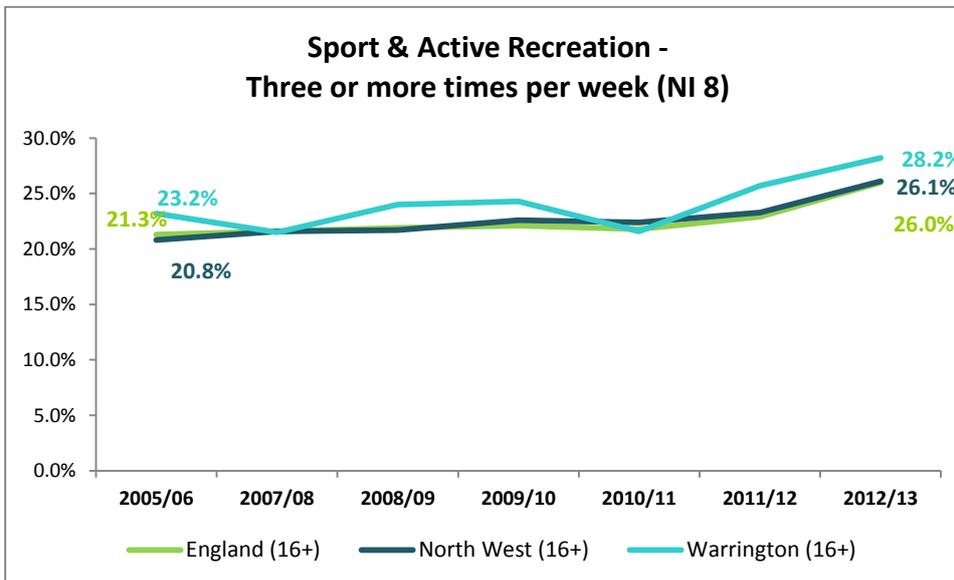
As at April 2014, Warrington is ranked fourth out of the five authorities within its Nearest Neighbour group for female participation three or more times per week. **It is not possible** to say whether the differences between areas are statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

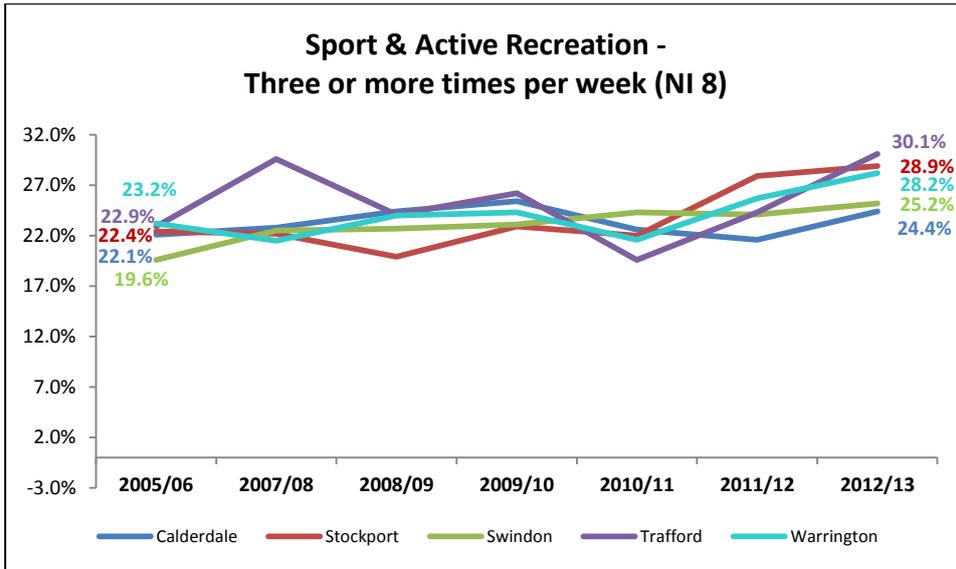
### 5.5 Overall activity rates – Sport and active recreation (NI 8)

In terms of sport and active recreation (NI 8), the latest data suggests a continuing increase in participation in Warrington since 2005/06. However, when Warrington data for 2012/13 are compared with the regional and national averages, the differences are shown to be not statistically significant.



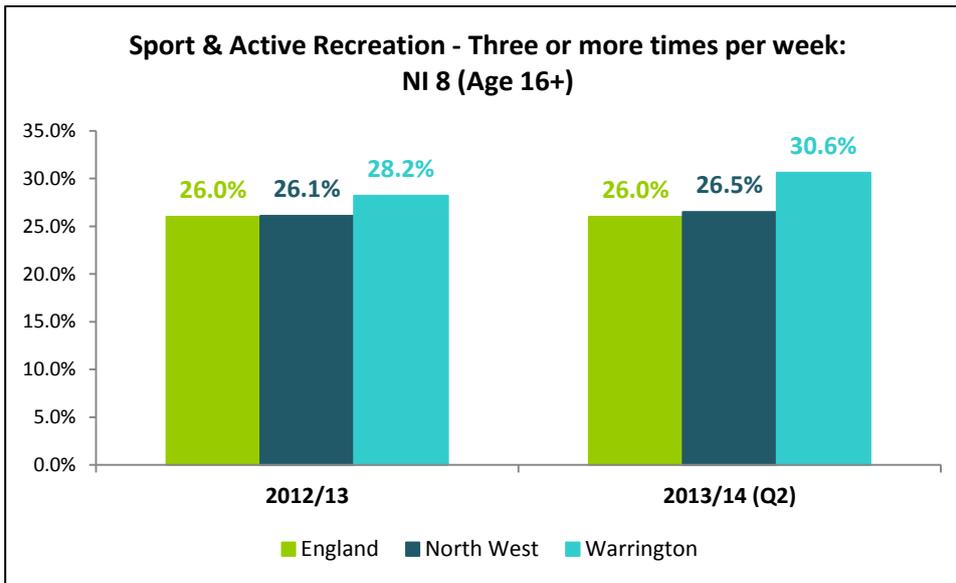
Source: Sport England Active People Surveys 1-7

Despite Warrington's improvement overall for participation in sport and active recreation (NI 8), within its Nearest Neighbour group Warrington's ranking appears to have fallen from first to third since 2005/06. Differences in the figures for 2012/13 are not, however, statistically significant.



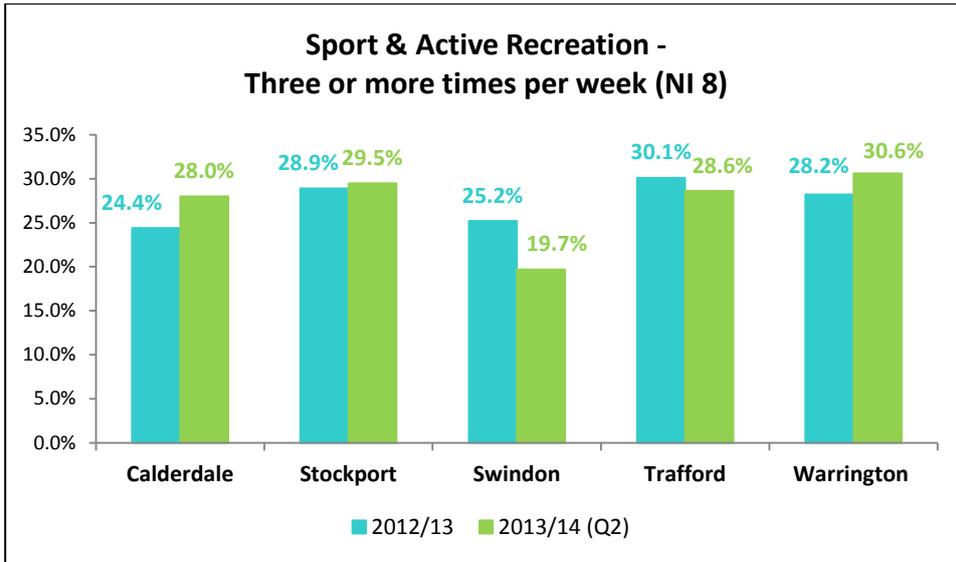
Source: Sport England Active People Surveys 1-7

In the year to April 2014, participation in sport and active recreation (NI 8) has increased slightly in Warrington and rates remain above the national and regional averages. Only the difference with England's figure is statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

Warrington's marginal increase in participation in sport and active recreation (NI 8) places it as the highest-performing authority within its Nearest Neighbour group as at April 2014. However the only statistically significant difference is in comparison to Swindon's figure.

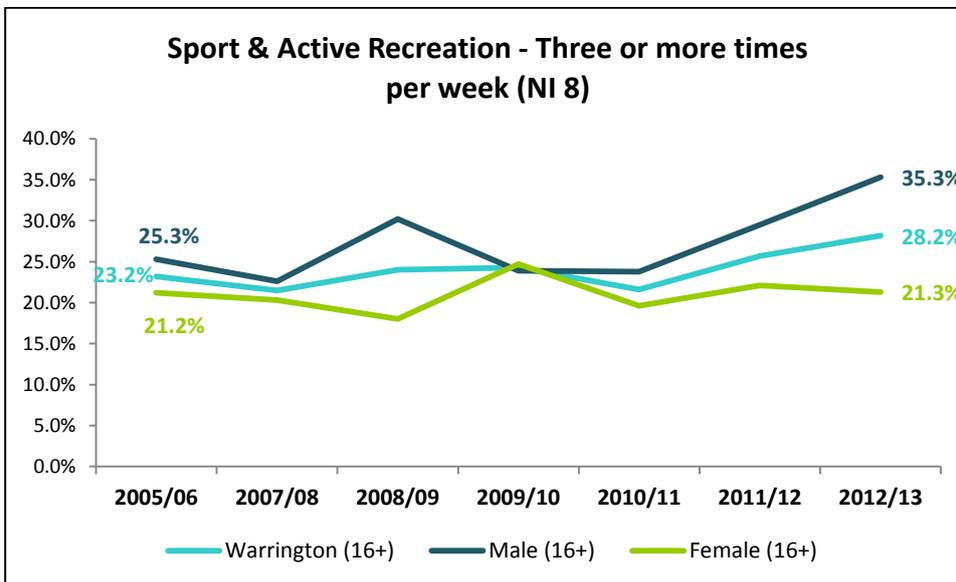


Source: Sport England Active People Surveys 7 and 8 (Q2)

### 5.5.1 By Gender

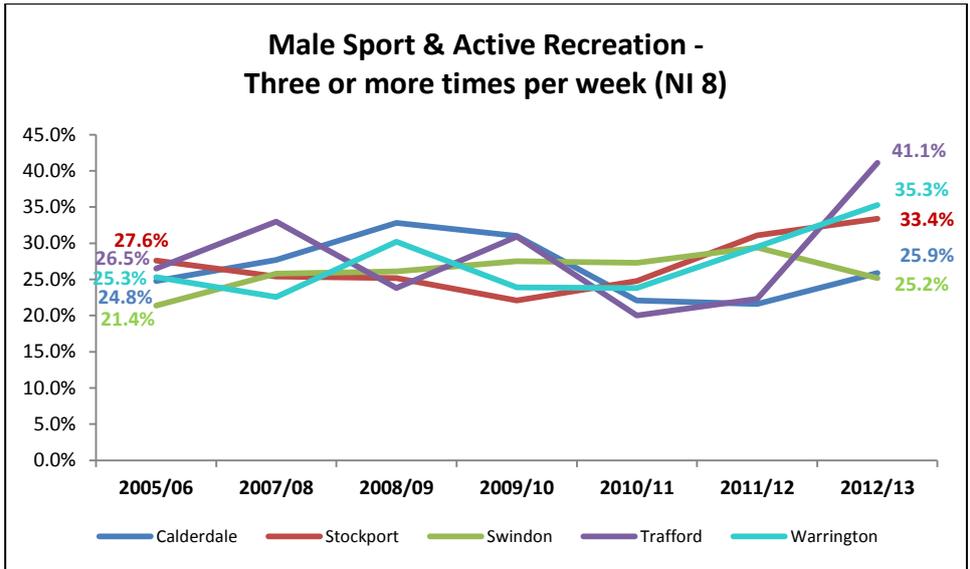
#### APS 1-7

When Warrington's data for sport and active recreation is analysed by gender, the trend for higher participation by men than women can again be seen. Participation by women appears to have changed very little since 2005/06, but **it is not possible** to say whether any differences in participation between the gender groups are statistically significant.



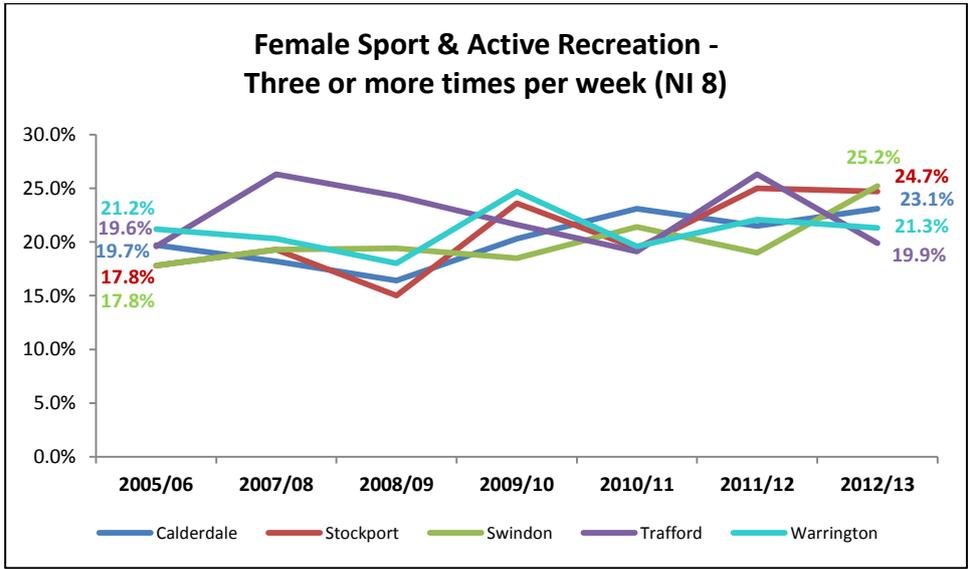
Source: Sport England Active People Surveys 1-7

Within the Nearest Neighbour group, Warrington's men are ranked second on the measure of participation in sport and active recreation (NI 8). Overall the trend is upward, despite some fluctuations. **It is not possible** to say whether the differences in rates between authorities are statistically significant.



Source: Sport England Active People Surveys 1-7

Warrington's women are currently ranked fourth within the Nearest Neighbour group, compared with first rank in 2005/06. The data for all authorities shows fluctuation, which suggests that sample sizes are not large. Nevertheless, the overall trend for women in Warrington is for no change, compared with a general trend for improvement which is seen in other areas. **It is not possible** to say whether the differences are statistically significant.



Source: Sport England Active People Surveys 1-7

Rates of participation in sport and active recreation amongst men in Warrington are higher than the national and regional averages, and the rate of change since 2005/06 is nearly twice that for England. However, rates of participation in sport and active recreation by women in 2012/13 are below the national average and comparable with the regional average, and the rate of change for women is much lower than the rates at both regional and national level. **It is not possible** to say if any difference in the figures is statistically significant.

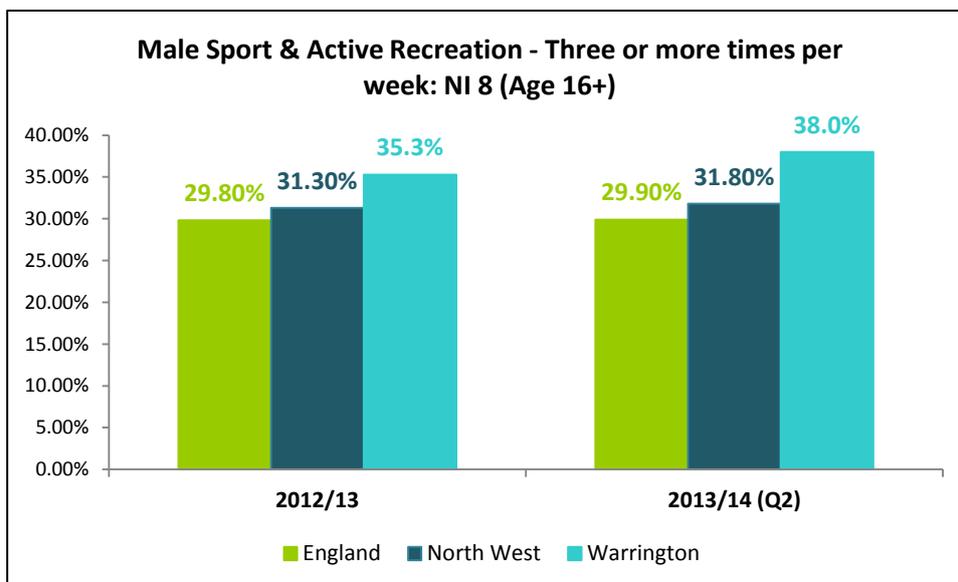
### Sport and Active Recreation (NI 8)

Age: All 16+	Warrington %			North West %			England %		
	2005/06	2012/13	Change	2005/06	2012/13	Change	2005/06	2012/13	Change
All	23.2	28.2	5.0	20.8	26.1	5.3	21.3	26.0	4.7
Male	25.3	35.3	10.0	24.6	31.3	6.7	24.0	29.8	5.8
Female	21.2	21.3	0.1	17.2	21.2	4.0	18.7	22.4	3.7
NS SEC 1-4	24.4	32.6	8.2	23.2	28.5	5.3	23.6	28.2	4.6

Source: Sport England Active People Surveys 1 and 7

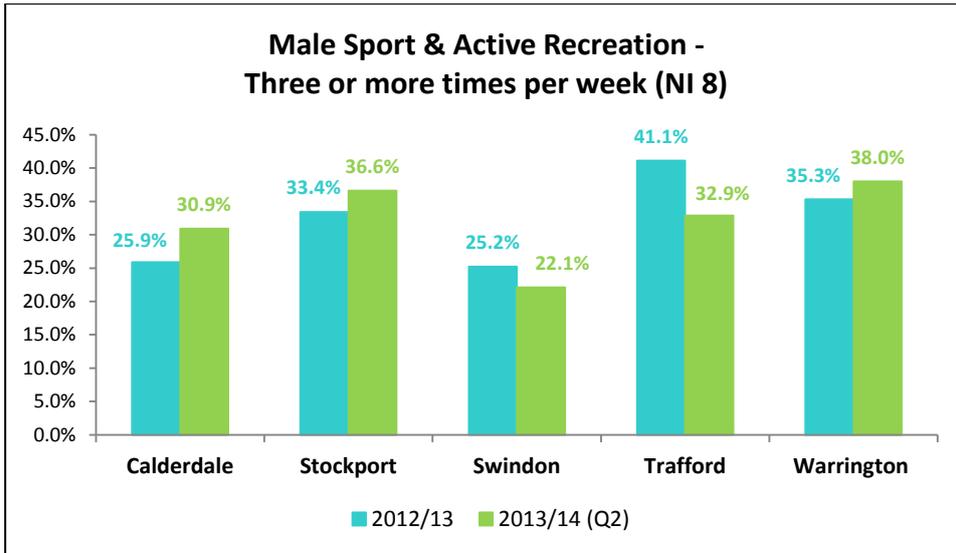
### APS 7-8 (Q2)

In the year to April 2014 the participation rate for sport and active recreation at least three times per week by Warrington men (NI 8) increased to 38.0%, although it is not possible to say if the change is statistically significant. Rates remain above the national and regional averages.



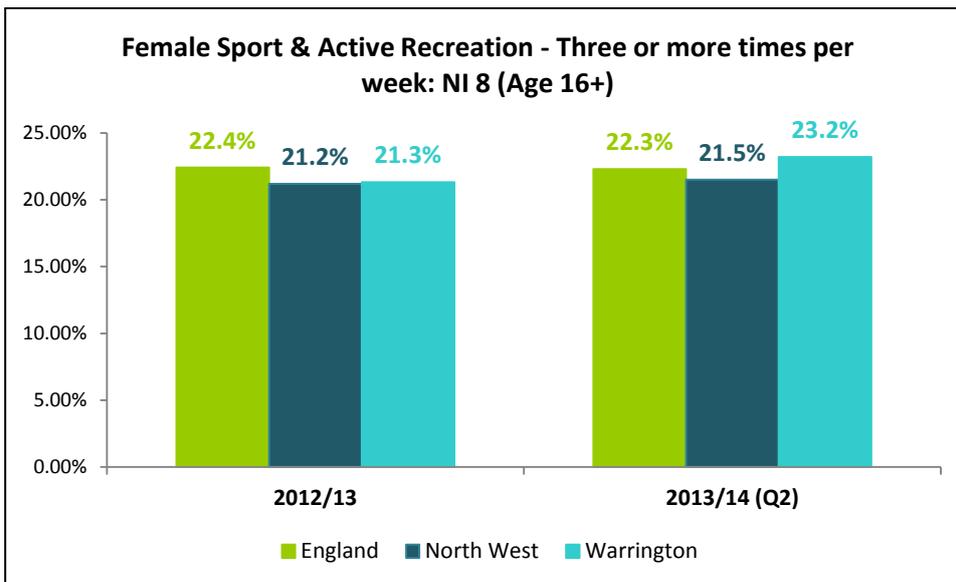
Source: Sport England Active People Surveys 7 and 8 (Q2)

Within the Nearest Neighbour group, the latest data indicates that Warrington men are ranked first for participation in sport and active recreation as at April 2014. It is not possible to say whether the differences are statistically significant.



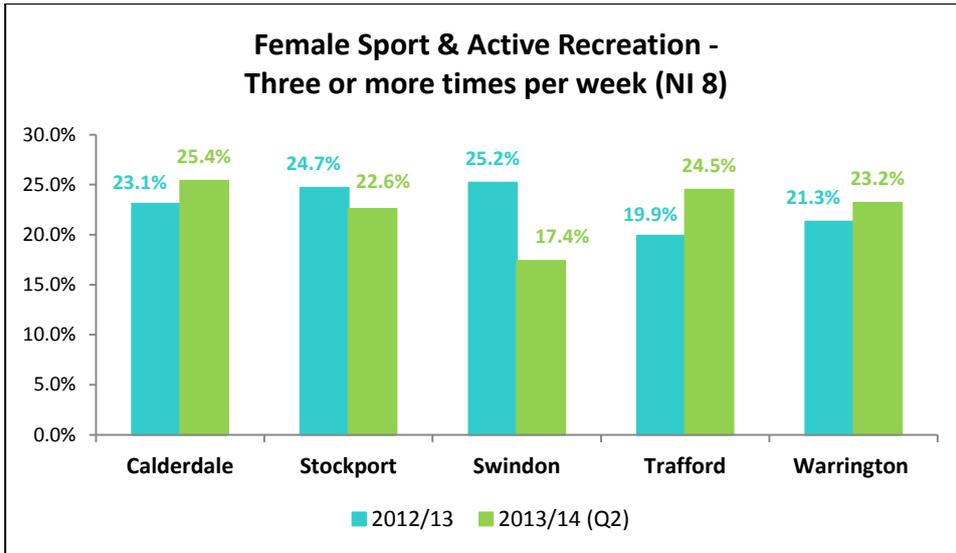
Source: Sport England Active People Surveys 7 and 8 (Q2)

Female participation in sport and active recreation at least three times per week (NI 8) increased marginally in the year to April 2014. The rate is fractionally above national and regional rates, but **it is not possible** to say whether the differences are statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

Within the Nearest Neighbour group, Warrington's women are ranked third for participation in sport and active recreation (NI 8) in the year to April 2014, up from fourth in 2012/13. **It is not possible** to say whether the differences are statistically significant.

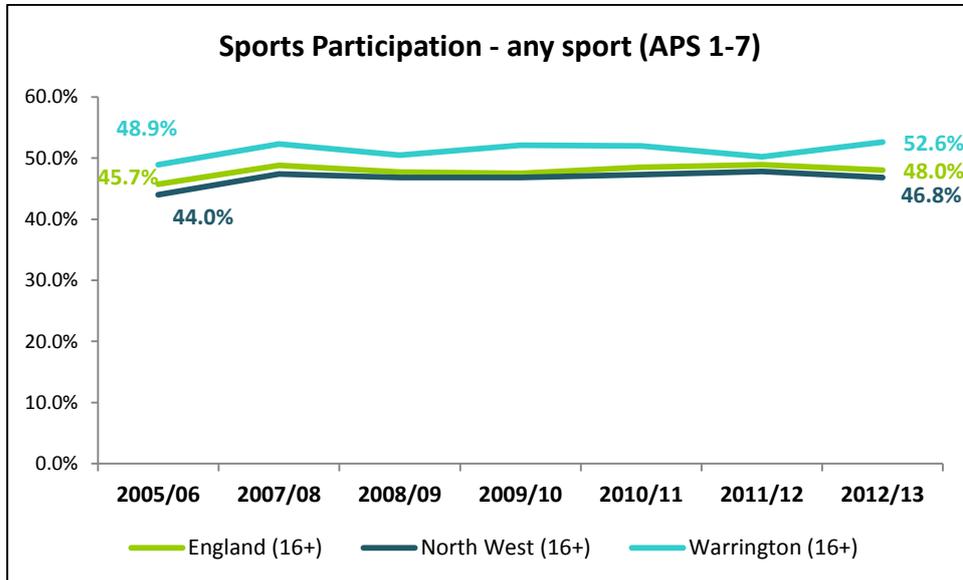


Source: Sport England Active People Surveys 7 and 8 (Q2)

## 5.6 Participation – any sport

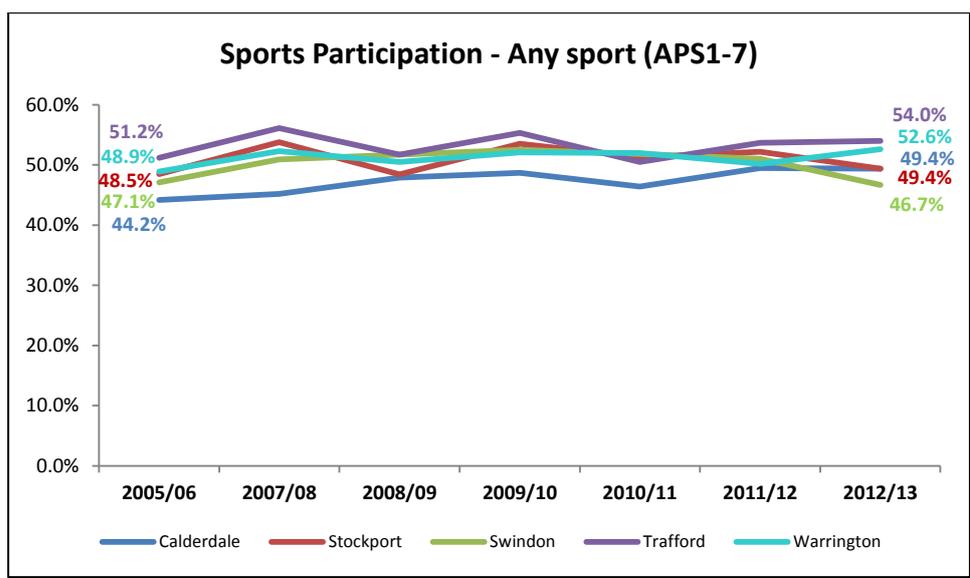
### APS 1-7

In 2012/13 around half of APS respondents in Warrington were taking part in some form of sport, albeit not necessarily at a frequency or intensity to meet the Sport England 1 x 30 minutes per week target. Warrington's figure for participation in any sport is above the regional and national rates, and the differences between figures are statistically significant.



Source: Sport England Active People Surveys 1-7

Warrington's performance within the Nearest Neighbour group for participation in any sport has remained fairly consistent since 2005/06. In 2012/13 Warrington was the second-highest performing authority, behind Trafford, as it was in 2005/06. Differences in the figures are not, however, statistically significant.



Source: Sport England Active People Surveys 1-7

Warrington's overall rates of participation in any sport are higher than the regional and national averages, and so is the local rate of change from 2005/06, but this is driven by male sporting activity. The Warrington rate of participation amongst women appears to be lower than the national and regional averages and has decreased by 5.8% since 2005/06, which is a more acute change, and the opposite direction of travel to national and regional figures.

Amongst older people (aged 65+) in Warrington, rates of participation in any sport appear to lie between the national and regional averages, but rates of change are below these averages. **It is not possible** to say whether the differences are statistically significant.

Amongst Warrington's Nearest Neighbours Calderdale has achieved a 15.8% increase in participation in any sport by people aged 65+ since 2005/06, whereas Stockport and Trafford have experienced a decline. **It is not possible** to say whether any differences are statistically significant.

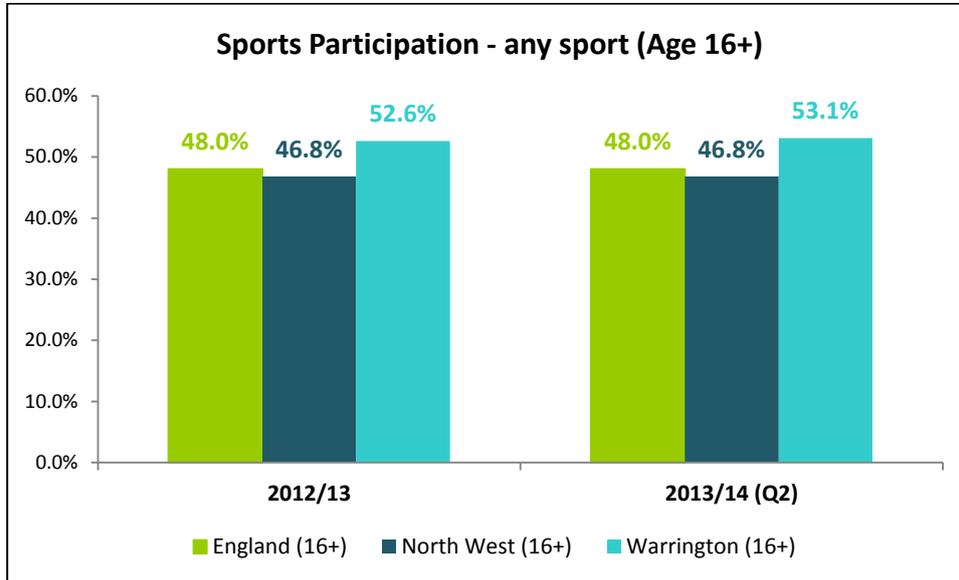
### Sports Participation – Any sport

Age: All 16+	Warrington %			North West %			England %		
	2005/06	2012/13	Change	2005/06	2012/13	Change	2005/06	2012/13	Change
All	48.9	52.6	3.7	44.0	46.8	2.8	45.7	48.0	2.3
Male	52.7	65.9	13.2	50.1	53.7	3.6	50.8	53.5	2.7
Female	45.3	39.5	-5.8	38.4	40.3	1.9	40.8	42.7	1.9
NS SEC 1-4	54.4	54.0	-0.4	48.0	51.3	3.3	49.5	52.2	2.7
NS SEC 5-8	38.7	48.7	10.0	35.6	38.8	3.2	37.4	39.6	2.2
Age 65+	23.9	25.7	1.8	21.4	24.2	2.8	22.7	26.1	3.4

Source: Sport England Active People Surveys 1 and 7

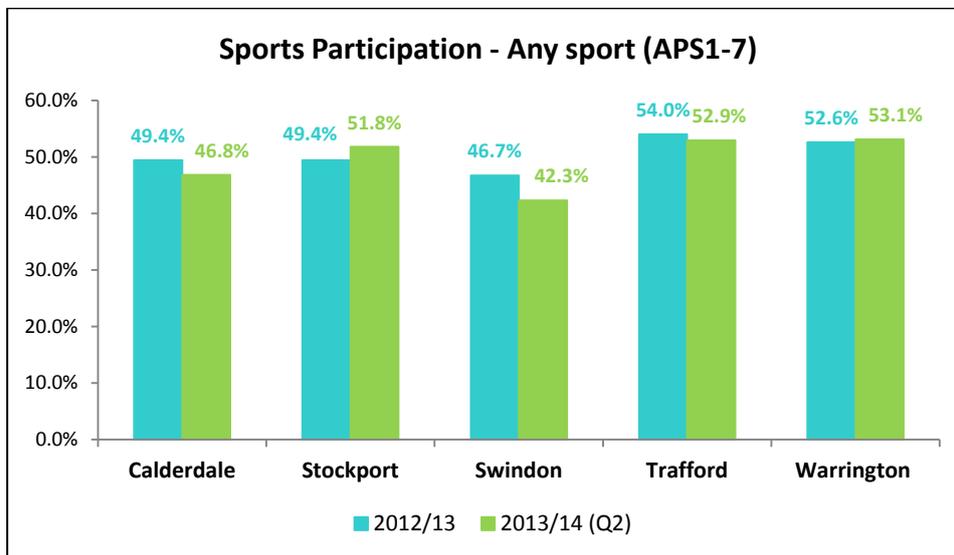
### APS 7-8 (Q2)

Data for the year to April 2014 suggests that the Warrington rate for participation in any sport is largely unchanged since year end 2012/13. It is not possible to say whether differences in the figures for 2013/14 are statistically significant.



Source: Sport England Active People Surveys 7 and 8 (Q2)

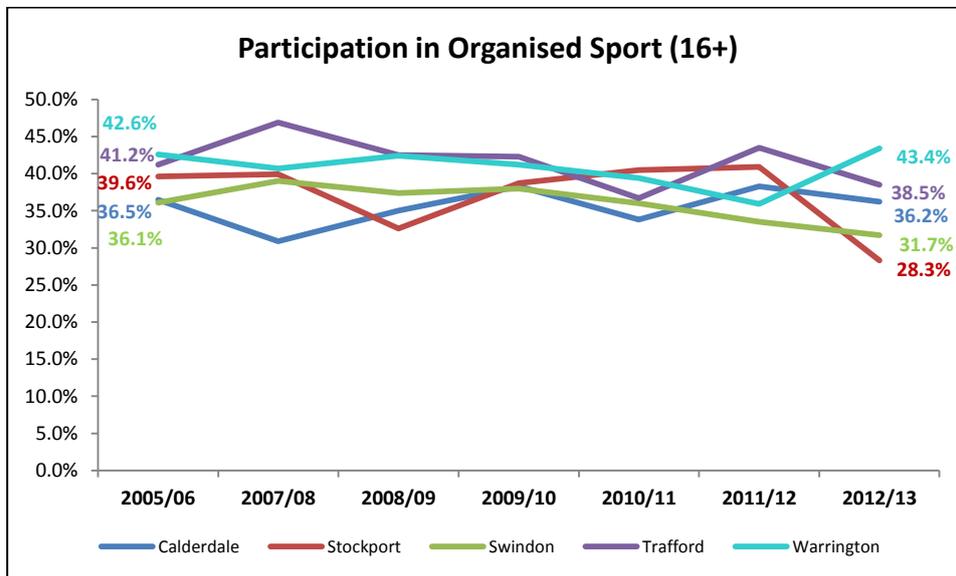
Data for the year to April 2014 on participation in any sport suggests that Warrington is the highest-performing authority within its Nearest Neighbour group, but the only significant difference is in comparison to the figure for Swindon.



Source: Sport England Active People Surveys 7 and 8 (Q2)

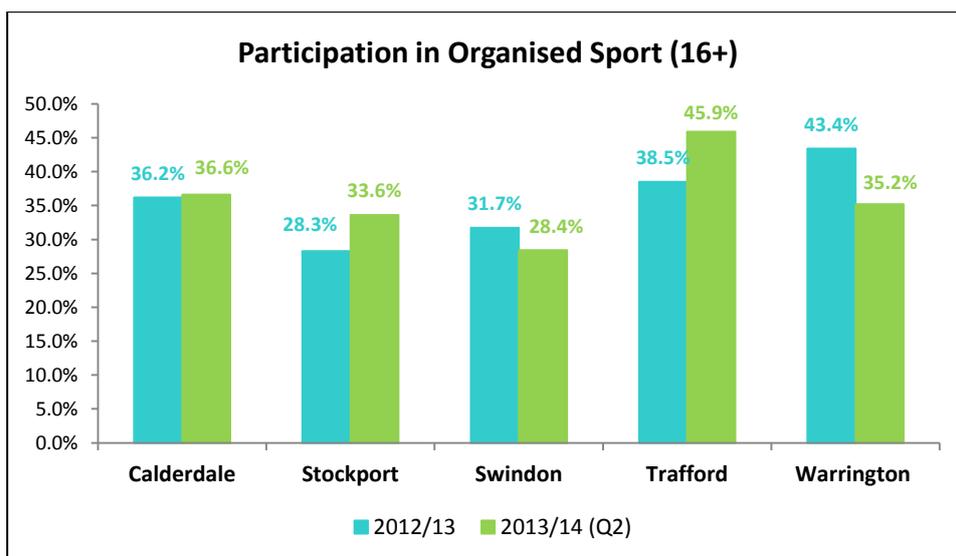
## 5.7 Participation in organised sport

Participation in organised sport in Warrington amongst adults aged 16+ has been on a downward trend since 2005/06, but increased rapidly in 2012/13 to reach 43.4%. Within its Nearest Neighbour group Warrington ranked as the highest performing authority in 2012/13, but only the differences between figures for Warrington, Stockport and Swindon are statistically significant.



Source: Sport England Active People Surveys 1-7

When performance is compared amongst Warrington's Nearest Neighbours for the year to April 2014, Warrington appears to be ranked third out of the five authorities, its participation rate for organised sport having fallen to 35.2% since 2012/13. Differences between the figures are not statistically significant however.



Source: Sport England Active People Surveys 1-7

Warrington's marginal increase overall in participation in organised sport is contrary to national and regional trends. The increase in Warrington is due mainly to increased participation by men, since participation in organised sport by women has fallen by 8.8% points since 2005/06. **It is not possible** to say whether the change is statistically significant.

There is insufficient data to analyse results for lower socio-economic groups, or by age, but participation amongst higher socio-economic groups in Warrington appears to have fallen by 6.2% points since 2005/06. Participation rates still remain above the national and regional averages, but **it is not possible** to say if the differences are statistically significant.

### Sports Participation – Organised sport

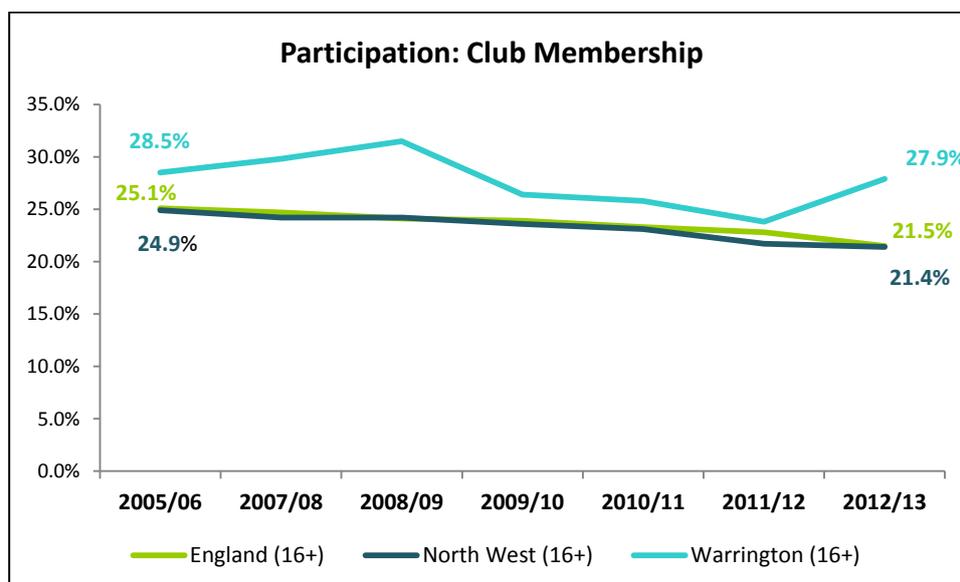
Age: All 16+	Warrington %			North West %			England %		
	2005/06	2012/13	Change	2005/06	2012/13	Change	2005/06	2012/13	Change
All	42.6	43.4	0.8	35.9	30.7	-5.2	37.0	33.4	-3.6
Male	46.0	56.1	10.1	40.2	35.1	-5.1	41.0	37.5	-3.5
Female	39.3	30.5	-8.8	31.9	26.6	-5.3	33.1	29.6	-3.5
NS SEC 1-4	49.0	42.8	-6.2	40.9	34.6	-6.3	25.6	24.1	-1.5

Source: Sport England Active People Surveys 1 and 7

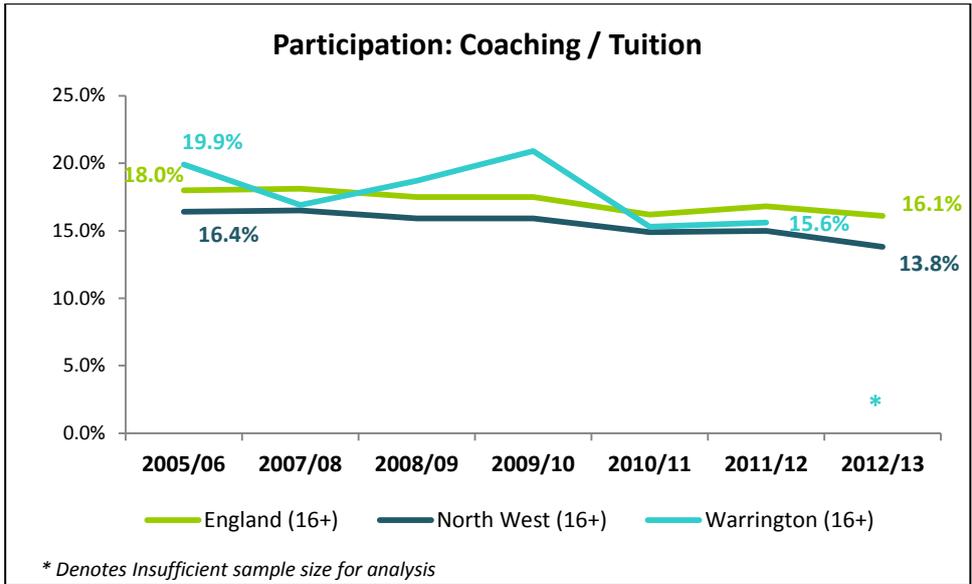
### Club membership, Coaching and Competition

Warrington's higher rates of activity are broadly reflected in rates of participation in terms of club membership, coaching and competition. The differences between Warrington's participation figures for Club Membership and Competition in 2012/13 and the national and regional averages for that year are statistically significant.

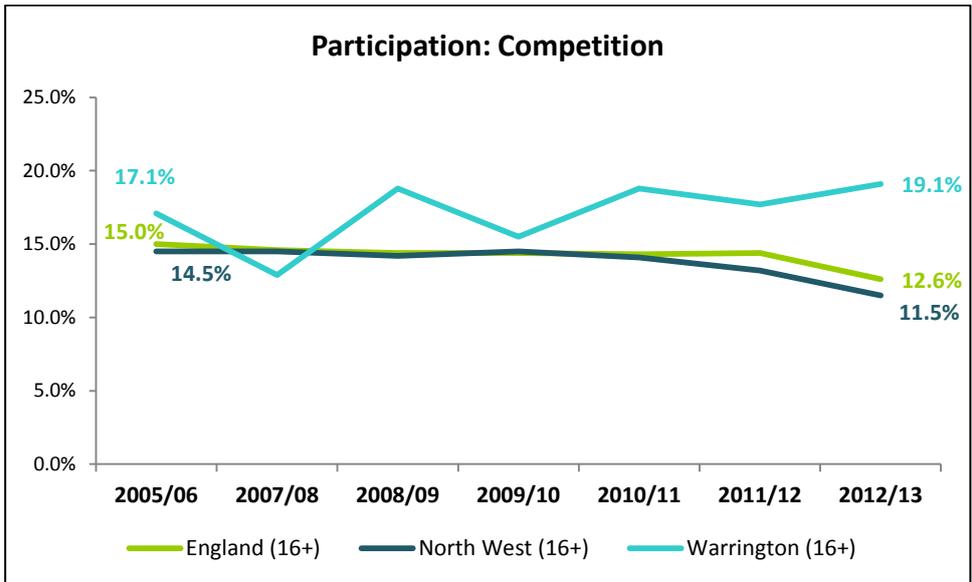
**It is not possible** to say whether changes in participation rates within Warrington over the years are statistically significant.



Source: Sport England Active People Surveys 1-7



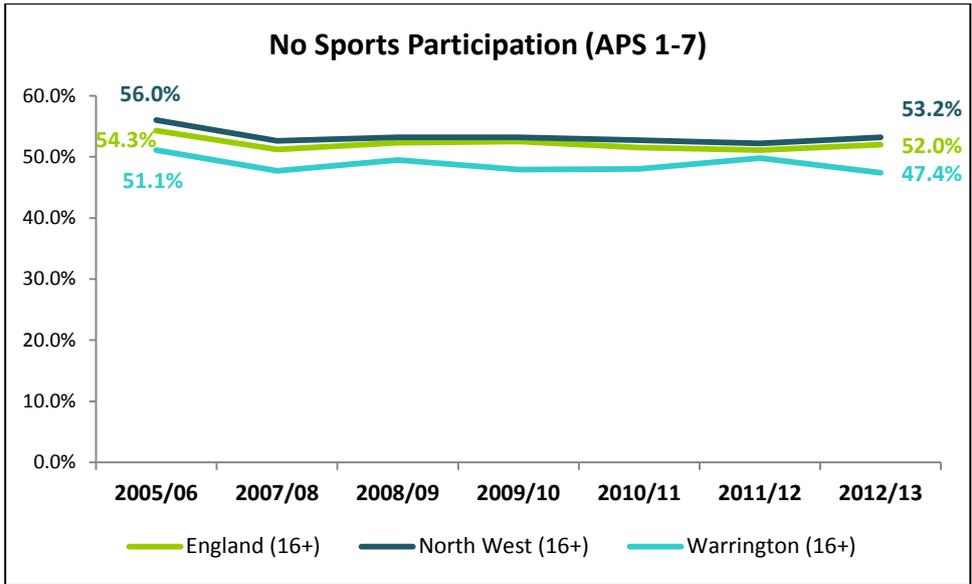
Source: Sport England Active People Surveys 1-7



Source: Sport England Active People Surveys 1-7

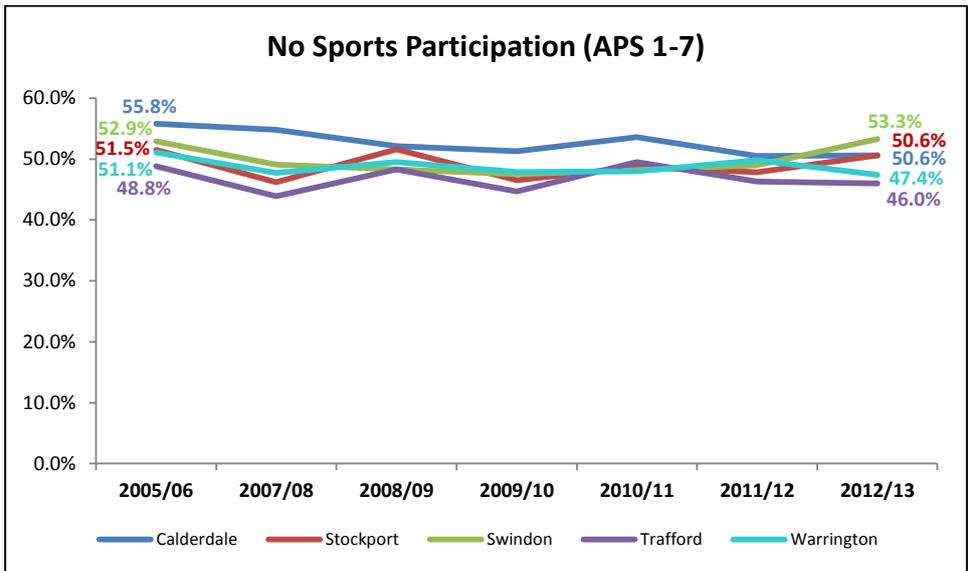
### 5.8 No sports participation

Just under half of Warrington residents in 2012/13 said that they do no sport at all (47.4%), which is lower than the national and regional figures. The differences between the Warrington rate and the national and regional averages are statistically significant.



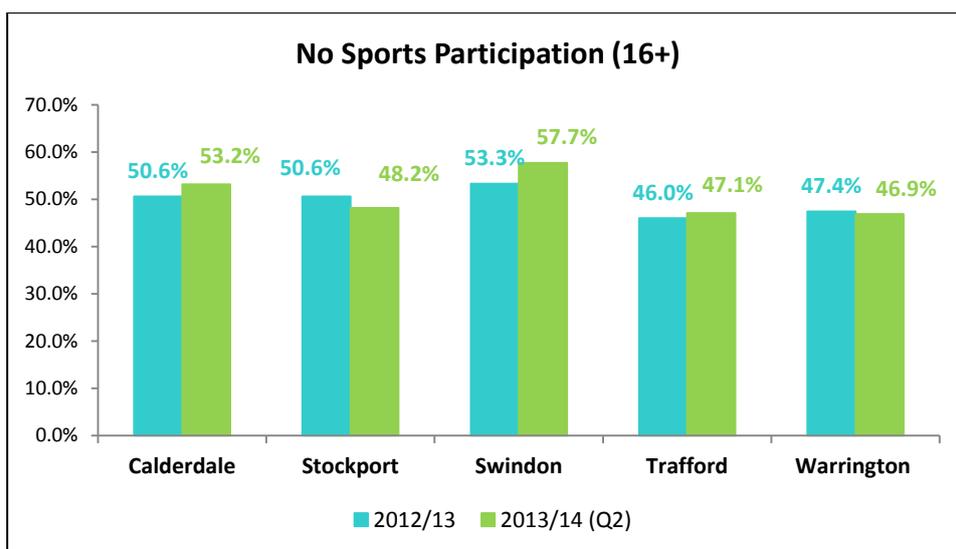
Source: Sport England Active People Surveys 1-7

Due to its high rates of participation in sport and physical activity, Warrington ranks fourth out of its group of five Nearest Neighbours on the measure of no sports participation for 2012/13. Across the group, the trend is for a reduction in the proportion of people who do no sport, however differences in figures are not statistically significant.



Source: Sport England Active People Surveys 1-7

Data for the year to April 2014 suggests that Warrington's non-participation rate continues to fall. Warrington has the lowest rate for no sports participation of all members of its Nearest Neighbour group, but only the difference with the figure for Swindon is statistically significant.



Source: Sport England Active People Surveys 1-7

Within Warrington, in 2012/13 women were nearly twice as likely as men to say that they did no sport (60.5% women; 34.2% men), and the proportion of women who were inactive has increased by 5.8% points since 2005/06. This is contrary to trends at a North West and national level, but **it is not possible** to say if the difference is statistically significant.

Warrington residents from lower socio-economic groups were also more likely to say that they did no sport (51.3% NS SEC 5-8; 46.0% NS SEC 1-4), but compared with the national and regional averages the Warrington rate for people from lower socio-economic groups was both lower and had shown a greater decline since 2005/06. Again, **it is not possible** to say if the differences are statistically significant.

### Sports Participation - no sport

Age: All 16+	Warrington %			North West %			England %		
	2005/06	2012/13	Change	2005/06	2012/13	Change	2005/06	2012/13	Change
All	51.1	47.4	-3.7	56.0	53.2	-2.8	54.3	52.0	-2.3
Male	47.3	34.1	-13.2	49.9	46.3	-3.6	49.2	46.5	-2.7
Female	54.7	60.5	5.8	61.6	59.7	-1.9	59.2	57.3	-1.9
NS SEC 1-4	45.6	46.0	0.4	52.0	48.7	-3.3	50.5	47.8	-2.7
NS SEC 5-8	61.3	51.3	-10.0	64.4	61.2	-3.2	62.6	60.4	-2.2
Age 65+	76.1	74.3	-1.8	78.6	75.8	-2.8	77.3	73.9	-3.4

Source: Sport England Active People Surveys 1 and 7

## 5.9 Physical activity in the health sector

Within the health sector there are two definitions of physical activity: one from the Chief Medical Officers of England, Wales, Scotland and Northern Ireland, and another used by Public Health England.

A wide range of activities are included within the Chief Medical Officers' definition of physical activity: *"Physical activity includes all forms of activity, such as everyday walking or cycling to get from A to B, active play, work-related activity, active recreation (such as working out in a gym), dancing, gardening or playing active games, as well as organised and competitive sport."* Examples of physical activities are listed in the table below. The intensity level of each activity is measured in terms of the energy a person needs to do the activity (i.e. the metabolic rate, measured in METs), compared with the energy the body needs at rest.

Activity	Intensity level	Equivalent METs*
Ironing	Light	2.3
Cleaning and dusting	Light	2.5
Walking/strolling at 2 mph	Light	2.5
Painting/decorating	Moderate	3.0
Walking at 3 mph	Moderate	3.3
Hoovering	Moderate	3.5
Golf – walking, pulling clubs	Moderate	4.3
Badminton – social	Moderate	4.5
Tennis doubles	Moderate	5.0
Walking at 4 mph	Moderate	5.0
Mowing the lawn – walking with a power mower	Moderate	5.5
Cycling at 10-12 mph	Moderate	6.0
Aerobic dancing	Vigorous	6.5
Cycling at 12-14 mph	Vigorous	8.0
Swimming – slow crawl (50 yards per minute)	Vigorous	8.0
Tennis – singles	Vigorous	8.0
Running at 6 mph (10 mins. per mile)	Vigorous	10.0
Running at 7 mph per hour (8.5 mins. per mile)	Vigorous	11.5
Running at 8 mph per hour (7.5 mins. per mile)	Vigorous	13.5

\* 1 MET = energy consumption with the body at rest (varies between individuals). 2 METS = twice this rate. Moderate intensity exercise = 3-6 METs and vigorous intensity = in excess of 6 METs.

Source: *Start Active, Stay Active* (2011)

Physical activity is proven to reduce the risk of contracting major diseases such as coronary heart disease, stroke, type 2 diabetes, cancer, obesity, mental health problems and musculoskeletal conditions. In the 2011 report *Start Active, Stay Active* the Chief Medical Officers recommended the following minimum physical activity for different age groups:

Age	Chief Medical Officers' Recommendation
Under 5	At least 180 minutes every day, spread across the day (e.g. 6 x 30 minutes)
5-18 years	Moderate/vigorous intensity activity every day, for between 60 minutes and several hours.
19-64 years	At least 150 minutes of moderate intensity exercise per week, in bursts of at least 10 minutes (e.g. 5 x 30 minutes of moderate intensity, or 75 minutes of vigorous intensity spread across the week).
65+	At least 150 minutes of moderate intensity exercise per week, in bursts of at least 10 minutes (e.g. 5 x 30 minutes of moderate intensity exercise).
<p><b>Moderate intensity</b> exercise causes faster breathing, faster heartbeat, and a feeling of warmth. On hot days it may cause sweating. <b>Vigorous activity</b> causes very hard breathing (to the point of being short of breath), and a rapid heartbeat. It won't be possible to carry on a conversation comfortably. <b>The total length of time spent in activity per week is more important than the type, frequency or intensity of that activity.</b></p>	

Source: *Start Active, Stay Active* (2011)

### 5.9.1 Activity in Warrington – Public Health England measure

Public Health England measures physical activity via the sport and active recreation measure from the Active People Survey (see section 6.1), but its recommended minimum for adult activity is at least 150 minutes per week (or 5 x 30 minutes), rather than the 3 x 30 minutes recommended by Sport England.

On the Public Health England activity measure, people in Warrington are less likely to be classed as active, and also less likely to be classed as inactive, than the national average. Warrington's performance is above the North West average on both counts, but the differences are not statistically significant.

According to data for 2012/13, 54.1% of adults in Warrington take part in sport or active recreation for at least 150 minutes per week, compared with an England average of 55.6% and a North West average of 53.5%. However, the differences between the rates are not statistically significant.

#### **Physical Activity – Public Health England**

	Active % (150+ minutes / week)	Inactive % (<30 minutes / week)
Warrington	54.1	27.5
North West	53.5	31.7
England	55.6	28.9

Source: *Active People Survey 2012/13*

The data show that in 2012/13 27.5% of Warrington adults were physically inactive, taking part in sport and active recreation for less than 30 minutes per week. The figures for England and the North West are 28.9% and 31.7% respectively, but the differences between the rates are not statistically significant.

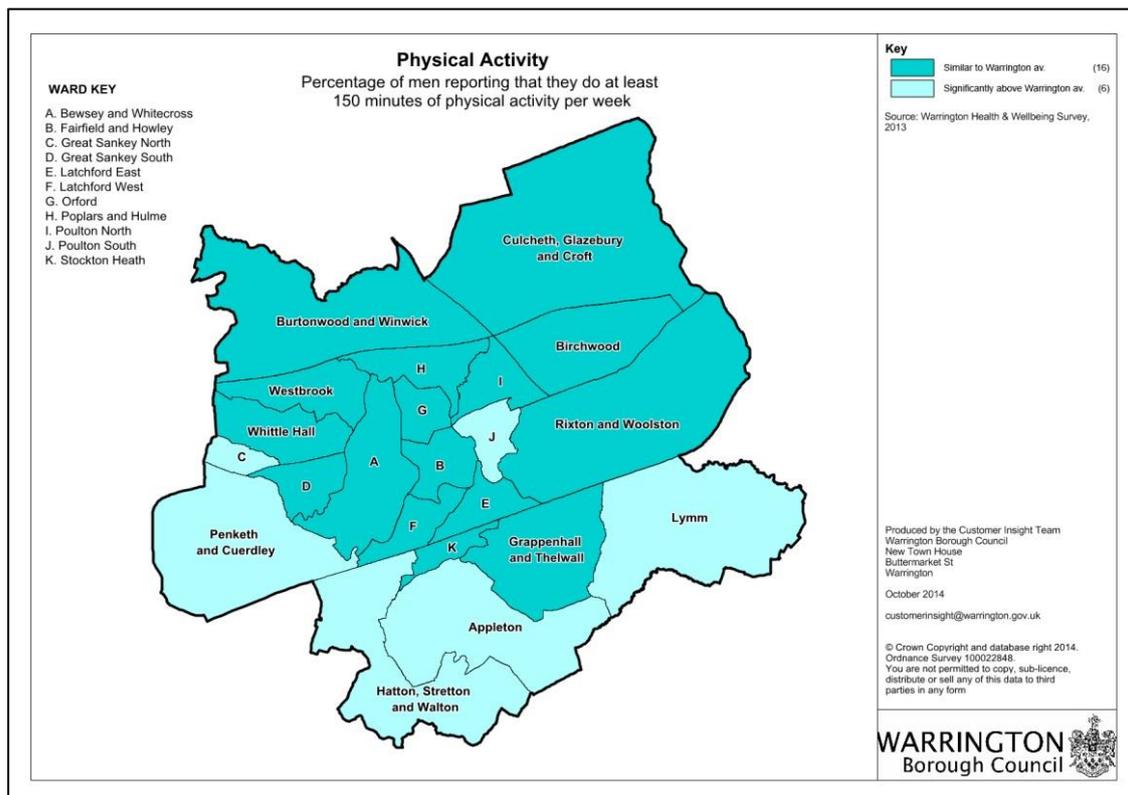
In the *Start Active, Stay Active* report, the Chief Medical Officers noted that although increasing physical activity amongst all people who do not meet their recommendations is important, the greatest reduction in the incidence of chronic disease will be achieved by targeting adults who are doing less than 30 minutes of moderate activity per week.

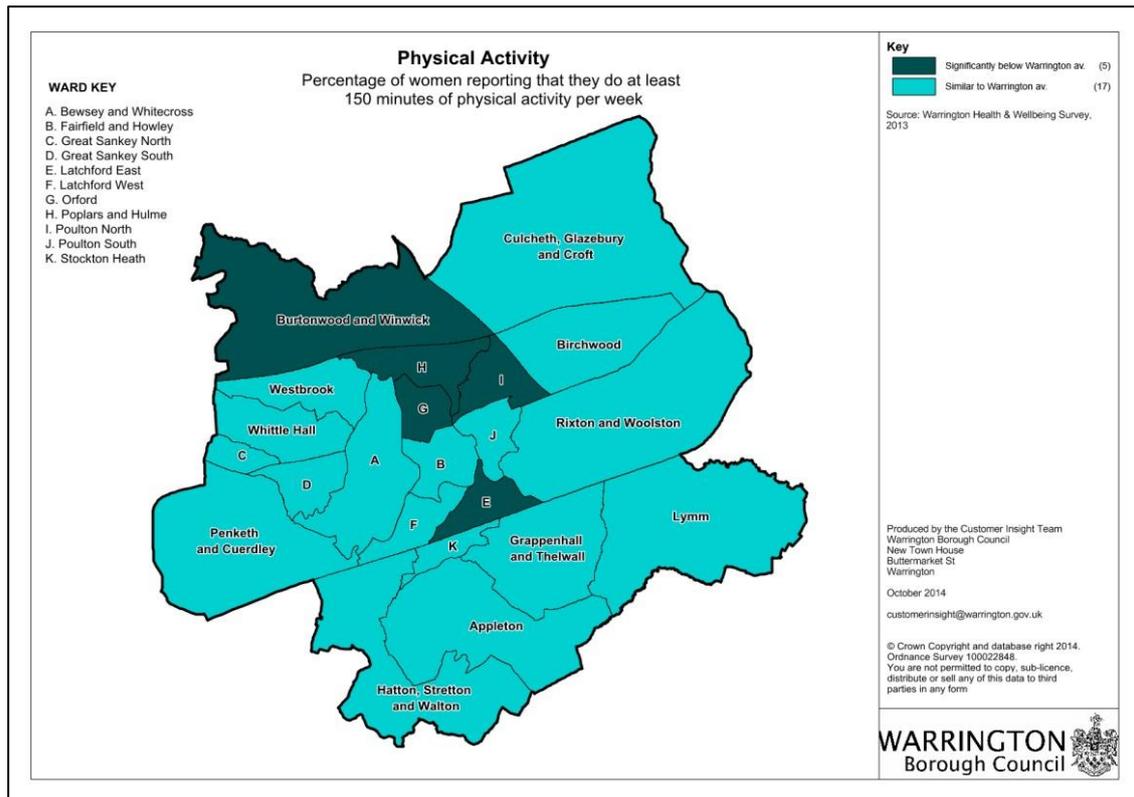
### 5.9.2 Activity in Warrington – Chief Medical Officer measure

Warrington used the Chief Medical Officers' definition of physical activity in the Health & Wellbeing Survey 2013. The survey reported that 76.4% of Warrington adults took part in at least 150 minutes of physical activity per week according to this definition. The maps below show whether men and women in the different wards of Warrington were significantly more or less likely than the Warrington average to do at least 150 minutes of moderate intensity exercise per week. Areas of concern are highlighted in dark green.

In six wards men were significantly more likely than the Warrington average to do at least 150 minutes of moderate intensity exercise per week: Great Sankey North, Penketh & Cuedley, Hatton, Stretton & Walton, Appleton, Lymm and Poulton South. There were no wards where women were significantly more likely than the Warrington average to do at least 150 minutes of exercise per week.

Women in Burtonwood & Winwick, Poplars & Hulme, Orford, Poulton North and Latchford East were significantly less likely than the Warrington average to do at least 150 minutes of moderate exercise per week. There were no wards where men were significantly less likely than the Warrington average to be this active.

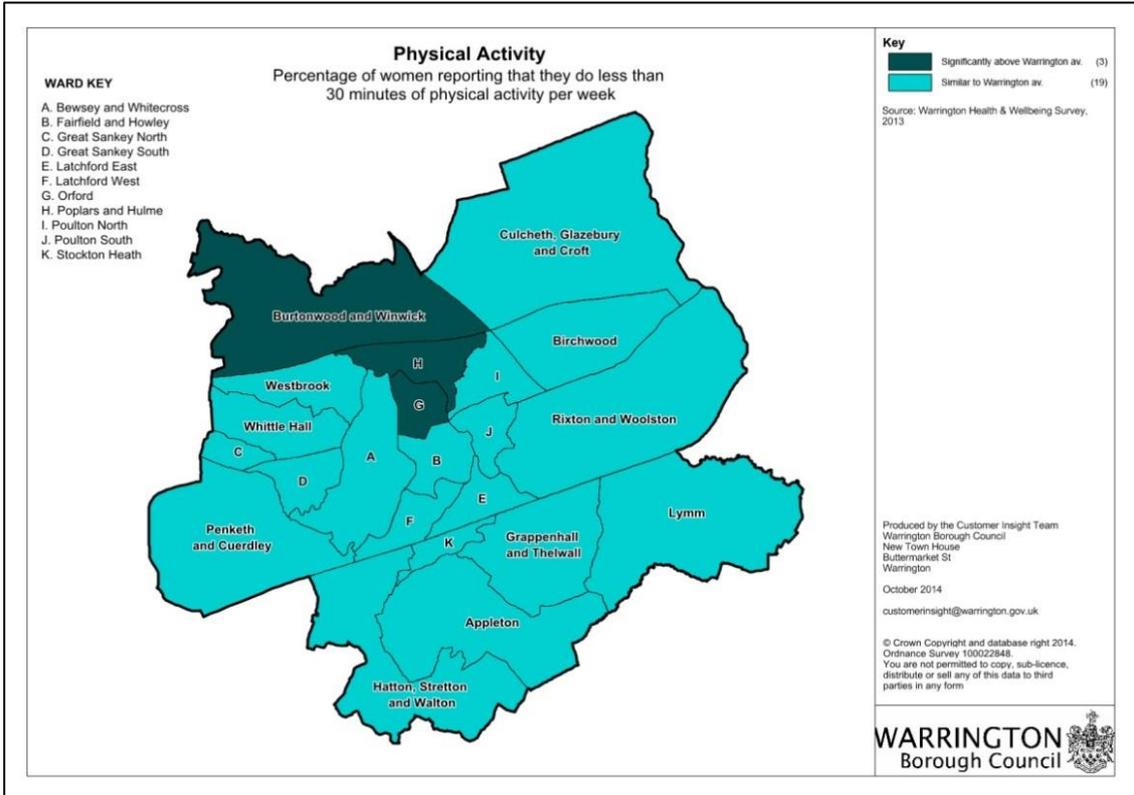
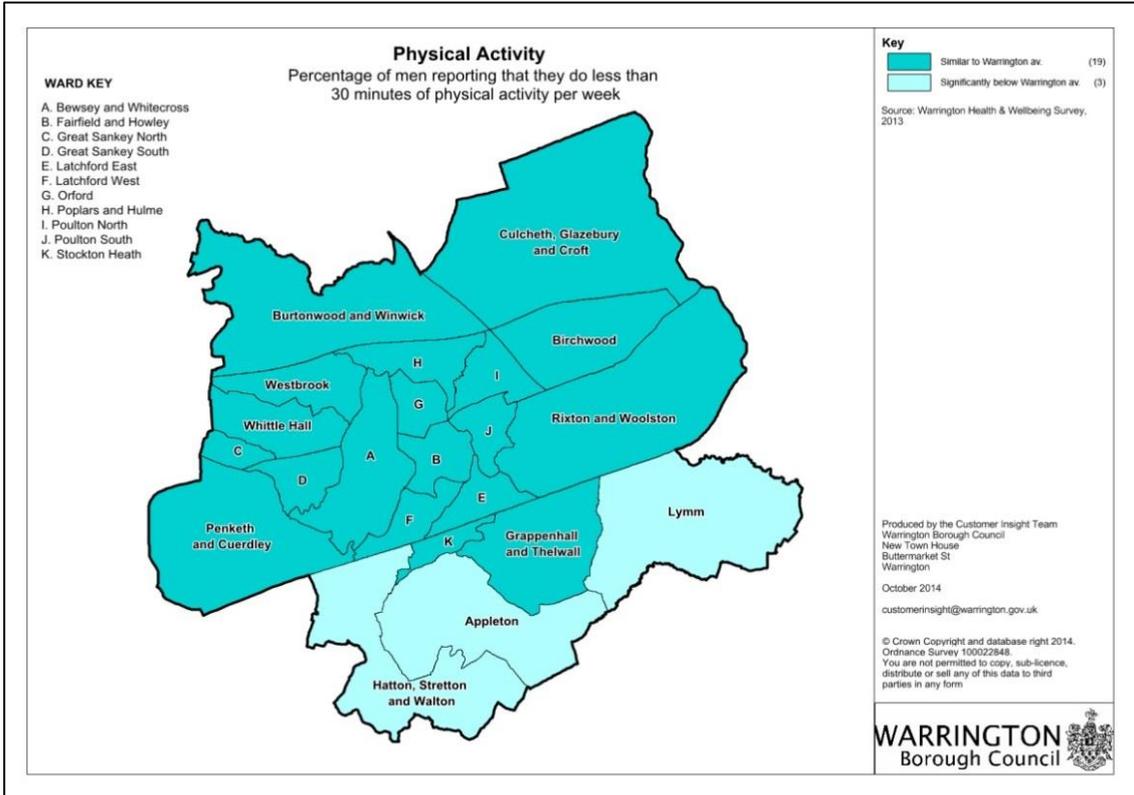




### 6.9.3 Physical Inactivity

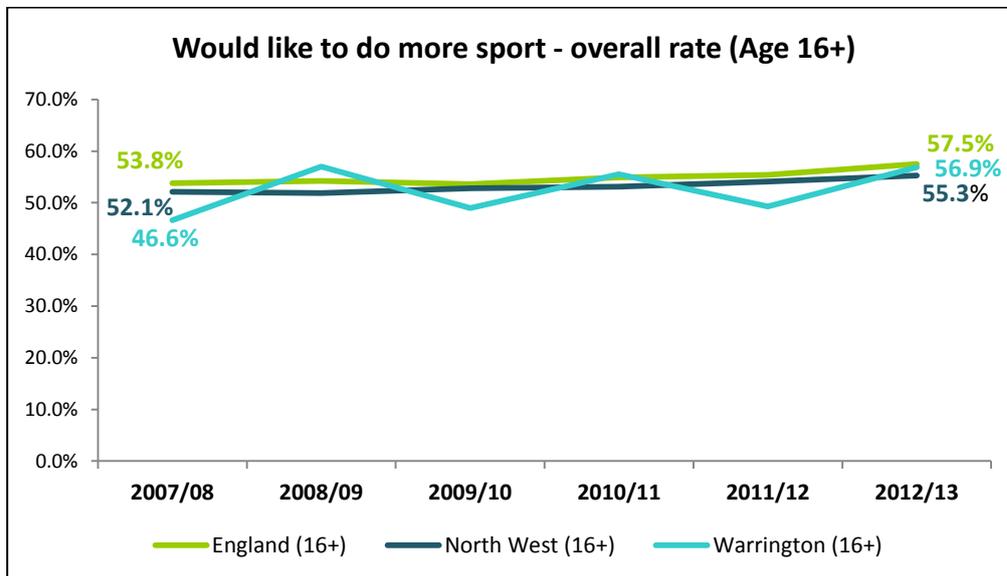
In terms of physical inactivity (defined as less than 30 minutes per week of moderate intensity activity according to the Chief Medical Officers' definition), the Warrington Health & Wellbeing Survey 2013 found that around one in eight adults (13.3%) were doing less than 30 minutes of physical activity per week.

At ward level, there were no wards where men were significantly more likely than the Warrington average to be inactive, but women were significantly more likely to be inactive in Burtonwood & Winwick, Pophams & Hulme and Orford.



### 5.10 Latent demand – overall (Sport England)

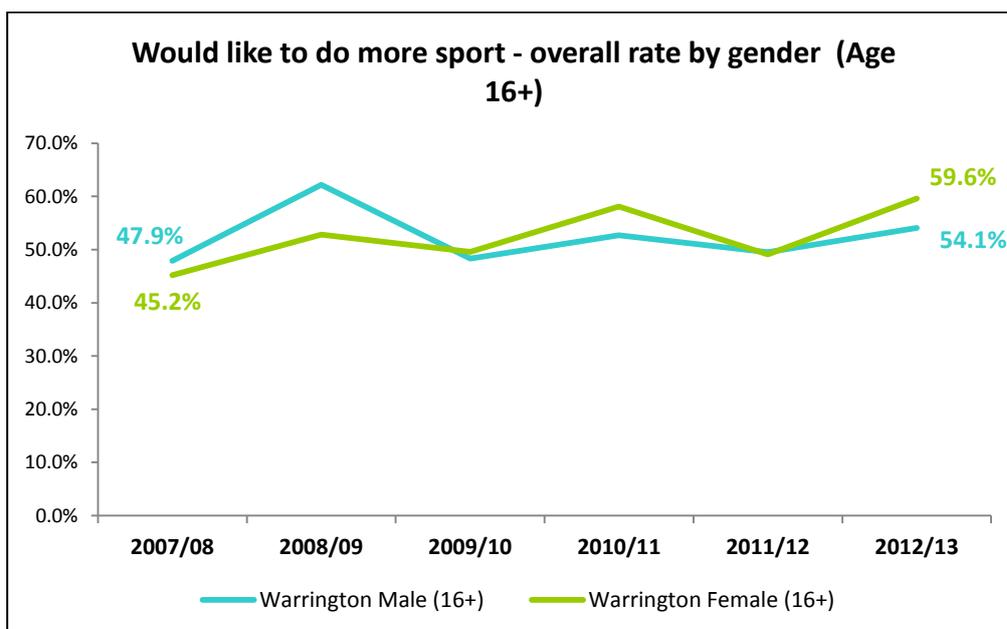
In the 2012/13 Active People Survey, 56.9% of Warrington residents aged 16+ said that they would like to do more sport in the next 12 months. This is an increase of 10.3 percentage points since 2007/08 but **it is not possible** to say whether the change is statistically significant. There is no statistically significant difference in the 2012/13 figures for Warrington compared with those for the North West and England.



Source: Sport England Active People Surveys 2-7

### 6.9.1 By Gender

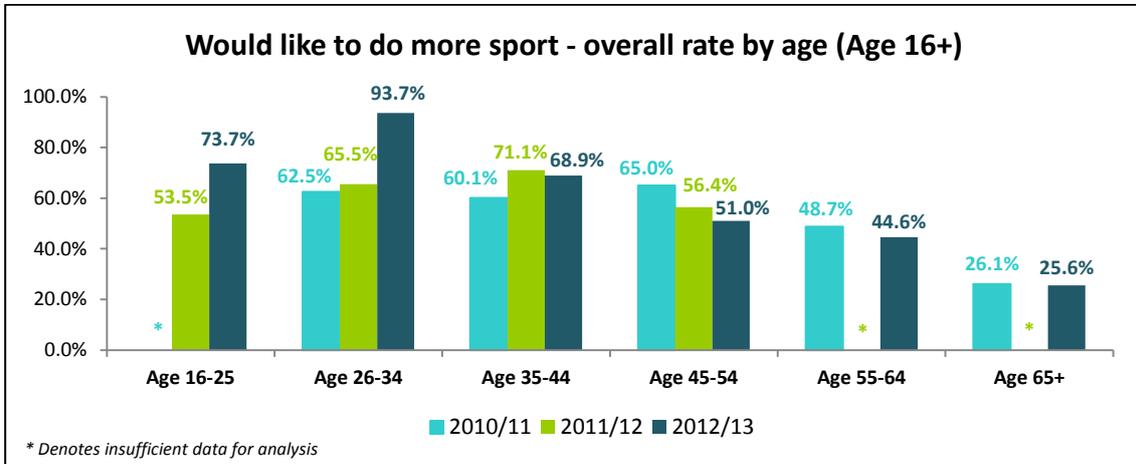
In 2012/13 women in Warrington were more likely than men to say they wanted to do more sport in the next 12 months (59.6% for women, compared with 54.1% for men), but **it is not possible** to say whether the difference is statistically significant.



Source: Sport England Active People Surveys 2-7

### 6.9.2 By Age

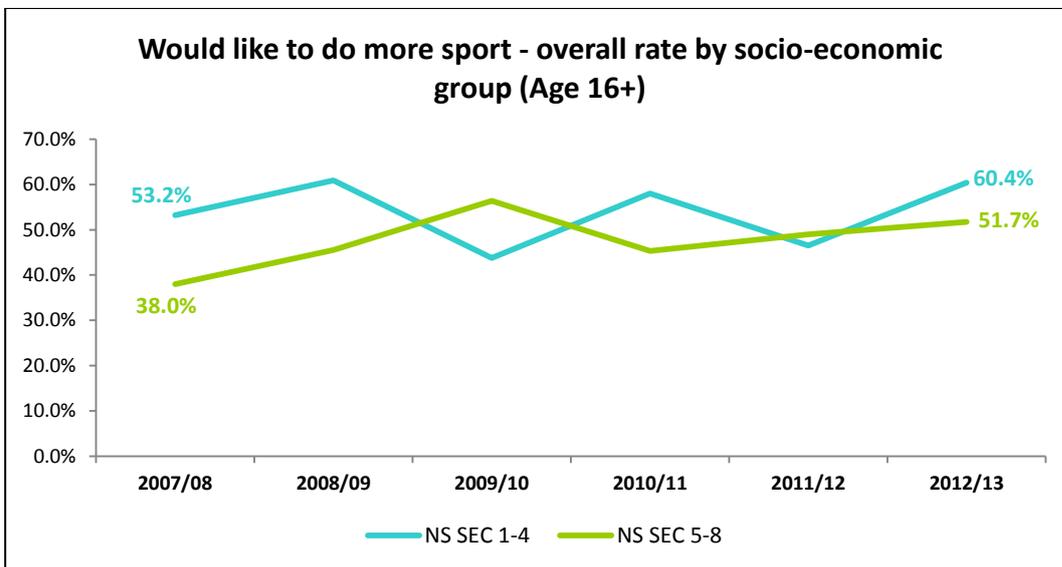
A comparison of latent demand for participation in sport by different Warrington age groups over the last three years suggests that latent demand increased sharply in 2012/13 amongst younger residents aged 16-25 and 26-34. However **it is not possible** to say whether the changes are statistically significant.



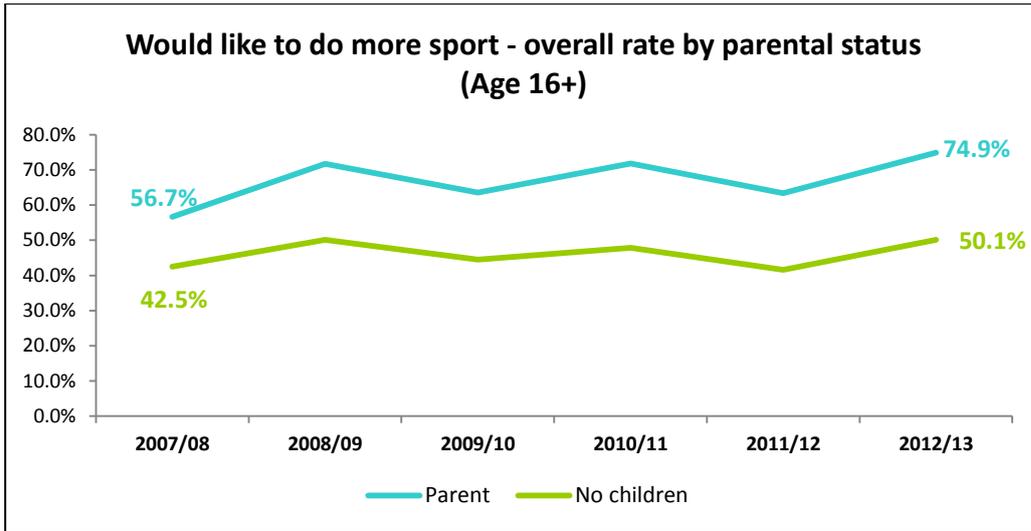
Source: Sport England Active People Surveys 5-7

### 6.9.3 By Other Subgroups

Other subgroups of the Warrington population that were more likely to want to do more sport in 2012/13 were people from higher socio-economic groups and parents. Sample sizes are too small to allow for analysis of latent demand in Warrington by ethnic group.



Source: Sport England Active People Surveys 2-7



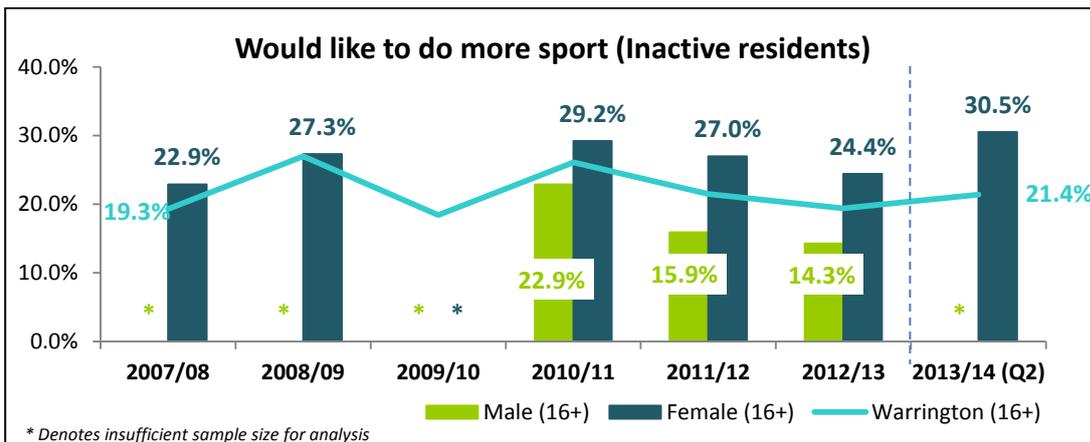
Source: Sport England Active People Surveys 2-7

### 5.11 Latent demand – inactive residents

Amongst inactive Warrington residents in 2012/13 a total of 21.4% said that they would like to do more sport, compared with 21.0% for England and 20.3% for the North West. In Warrington there has been a 2.1 percentage point increase in the rate of inactive residents wanting to do more sport since 2007/08. It is not possible to say whether differences in the data are statistically significant.

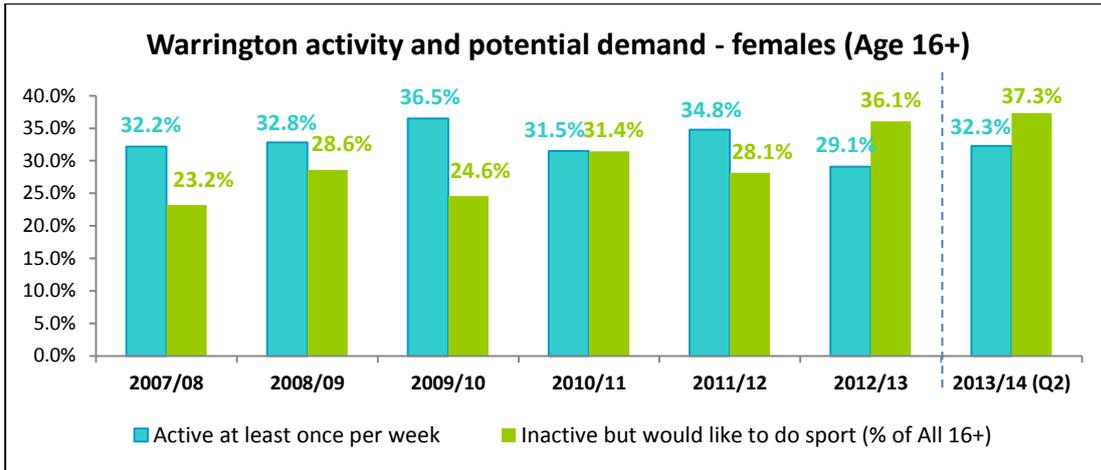
#### 6.11.1 By Gender

It is not possible to produce a robust figure for 2013/14 for inactive male residents, due to small sample sizes, but in the years when data has been available latent demand amongst inactive women has outstripped latent demand from inactive men in Warrington. Latent demand from inactive women appears to have increased sharply in the year to April 2014, but it is not possible to say if the differences are statistically significant. The fluctuation could be due to small sample sizes.



Source: Sport England Active People Surveys 2-7 and 8 (Q2)

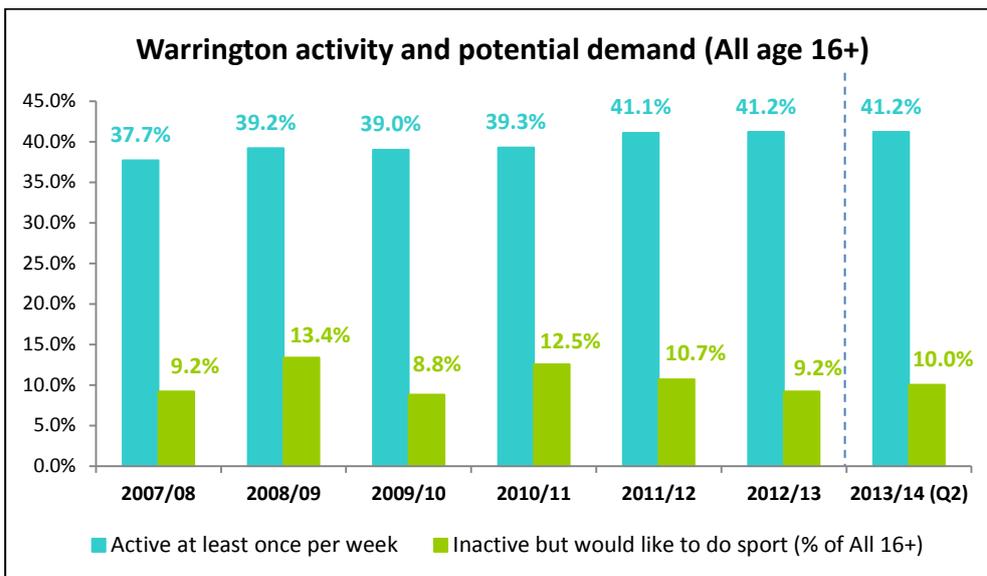
APS data shows that latent demand for sports participation amongst inactive women in Warrington outstripped female activity rates in 2012/13 and this has been maintained in the year to April 2014. It is not possible, however, to say whether the differences are statistically significant.



Source: Sport England Active People Surveys 2-7 and 8 (Q2)

### 6.11.2 Compared with activity rates

The chart below compares Warrington’s activity rates for each year of the APS with the rate of inactive residents who want to do more sport (expressed as a percentage of the whole population aged 16+). The data indicates that a high rate of people wanting to do more sport amongst inactive respondents is not translating into a corresponding degree of increased participation in the next year.



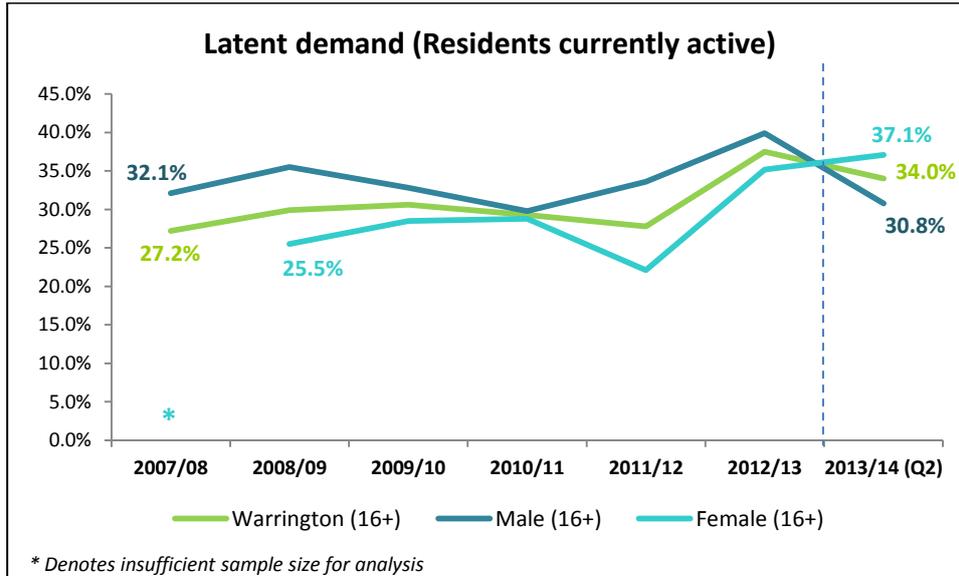
Source: Sport England Active People Surveys 2-7 and 8 (Q2)

## 5.12 Latent demand – active residents

37.5% of Warrington residents who were already taking part in sport in 2012/13 said that they wanted to do more sport over the next 12 months. This compares with 36.4% for active residents across England and 35.0% for active residents in the North West. **It is not possible** to say whether the differences in figures reported are statistically significant.

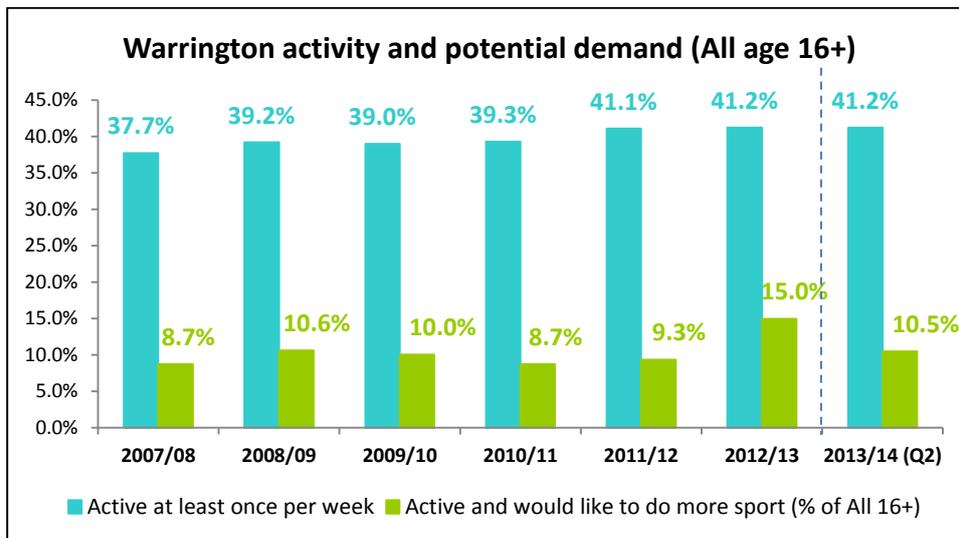
### 6.12.1 By Gender

In 2012/13 active men in Warrington were more likely than active women to say that they wanted to do more sport, but data from the year to April 2014 suggests that this position may be reversed for 2013/14. **It is not possible** to say if the differences are statistically significant.



Source: Sport England Active People Surveys 2-7

The chart below compares Warrington's activity rates (at least once per week) with the proportion of all residents aged 16+ who are currently active and would like to do more sport in the next twelve months. Again, the data suggests that the desire to do more sport amongst people who are already active does not translate into correspondingly increased rates of participation in Warrington in the following year.



Source: Sport England Active People Surveys 2-7 and 8 (Q2)

### 5.13 Change in participation

28.1% of Warrington residents said in 2012/13 that they were now doing more sport than they had been 12 months previously. A robust figure for male respondents could not be produced due to small sample sizes, but the figure for women was 24.6%.

When the average for Warrington is taken into account, the data suggest that men were more likely to say they were now doing more sport. This is reflected in data for the year to April 2014 (see below). **It is not possible** to say whether the changes are statistically significant.

#### **Increased participation by gender – year to April 2014**

	Warrington %	North West %	England %
All age 16+	27.5	24.0	23.7
Males	33.1	23.2	23.7
Females	20.8	24.8	23.7

Source: Sport England Active People Survey 2013/14 (Q2)

In 2012/13 a similar proportion (28.4%) of respondents in Warrington said that they were doing less sport now than they had been one year before. Amongst women the proportion was 35.9%, suggesting that men were less likely to provide this response, although a robust figure for men is not available due to small sample sizes.

For the year to April 2014 the figure for people doing less sport than they had been twelve months previously had reduced to 24.9%. Warrington women were again more likely than the average to provide this response (29.7%), but **it is not possible** to say whether differences in the data are statistically significant.

#### **Decreased participation by gender – year to April 2014**

	Warrington %	North West %	England %
All age 16+	24.9	27.4	26.2
Males	*	26.0	24.1
Females	29.7	28.8	28.1
* Data suppressed due to small sample sizes			

Source: Sport England Active People Survey 2013/14 (Q2)

### 5.14 Volunteering

In 2012/13 the Active People Survey recorded that 14.1% of Warrington's residents took part in some form of sport-related volunteering, compared with 11.4% for the North West and 12.0% for England. The differences between figures are not, however, statistically significant.

#### **Participation in Sport-related Volunteering**

	2012/13 %	2010/11 %	Change %
Warrington	14.1	14.4	-0.3
North West	11.4	13.9	-2.5
England	13.6	12.0	-1.6

Source: Sport England Active People Survey 5 and 7

Small sample sizes make it difficult to compare Warrington's performance on volunteering with that of its Nearest Neighbour group members, but the reduction in volunteering in Warrington is less than that seen for Calderdale. The only statistically significant difference is once again between data for Warrington and Swindon.

***Participation in Sport-related Volunteering***

	2012/13 %	2011/12 %	2010/11 %	2011-13 Change %
Warrington	14.1	*	14.4	-0.3
Swindon	9.0	13.4	*	~
Stockport	15.9	*	*	~
Trafford	12.1	15.1	*	~
Calderdale	16.6	15.3	14.1	-2.5
* Data suppressed due to small sample sizes ~ Unable to calculate data due to suppression				

Source: Sport England Active People Survey 5 and 7

Small sample sizes at the Warrington level do not allow for more detailed analysis regarding the type of volunteering undertaken.

## 6 Sports Facilities

### 6.1 Access

According to the Sport England Active Places Survey, in January 2014 there are 321 individual sports facilities (e.g. fitness suites, pitches or courts) in Warrington. Of these 135 are 'Pay & Play' accessible (42.1%) and 107 are accessed via a sports club or community association (33.3%).

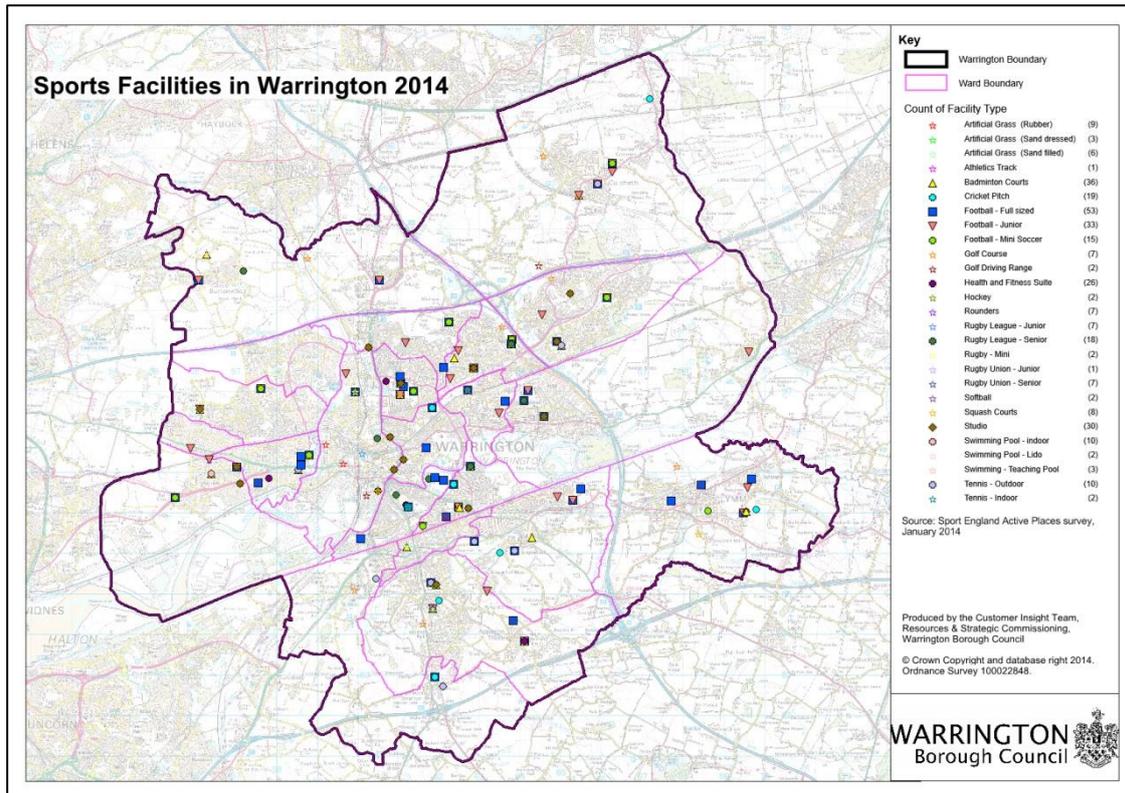
#### *Facility by Type and Access*

Facility	Sub-group	No.	Type of Access				Total
			'Pay & Play'	Private Use	Reg'd M'ship	Club / Comm'ty Assocn.	
Artificial grass pitch	Rubber	9	8			1	18
	Sand-filled	6	3	2		1	
	Sand-dressed	3	2			1	
Athletics track		1					1
Badminton court		36	1	7	1	11	36
Cricket pitch		19	17	5	1	14	19
Football pitch	Full-sized	53	25	6		22	101
	Junior	33	10	11		12	
	Mini soccer	15	9	1		6	
Golf	Course	7	7				9
	Driving range	2	2				
Health & Fitness suite		26	13	5	7	1	26
Hockey pitch		2		1		1	2
Rounders pitch		7		2		5	7
Rugby pitch	League – senior	18	3	4		11	35
	League – junior	7		2		5	
	Union – senior	7	3			4	
	Union – junior	1		1			
	Mini rugby	2	1			1	
Softball pitch		2		2			2
Squash court		8	3		2	3	8
Studio		30	18	2	8	2	30
Swimming pool	Indoor full-sized	10	6		4		15
	Teaching / training	3	3				
	Lido	2		1	1		
Tennis court	Indoor	10	1	1	2	6	12
	Outdoor	2			1		
<b>Total</b>		<b>321</b>	<b>135</b>	<b>52</b>	<b>26</b>	<b>107</b>	<b>321</b>

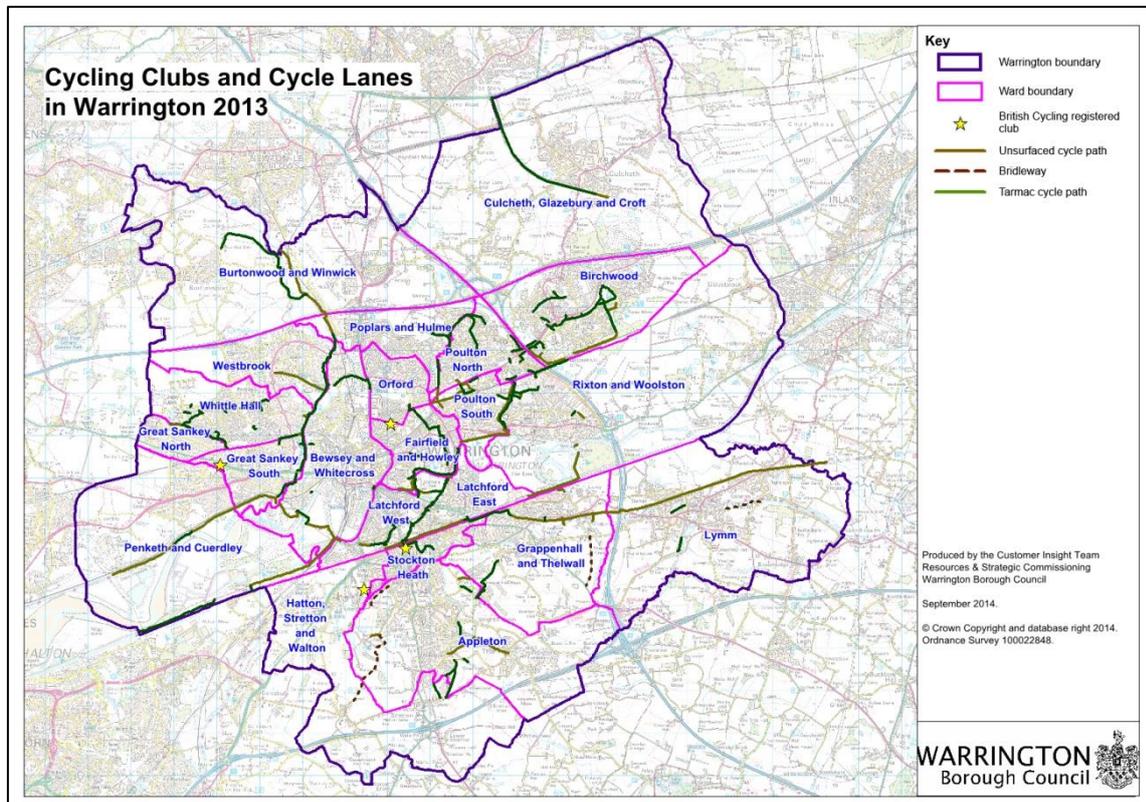
Source: Sport England Active Places Survey, 2014. NB. The Active Places survey does not include a record of any bowling facilities in Warrington.

## 6.2 Distribution

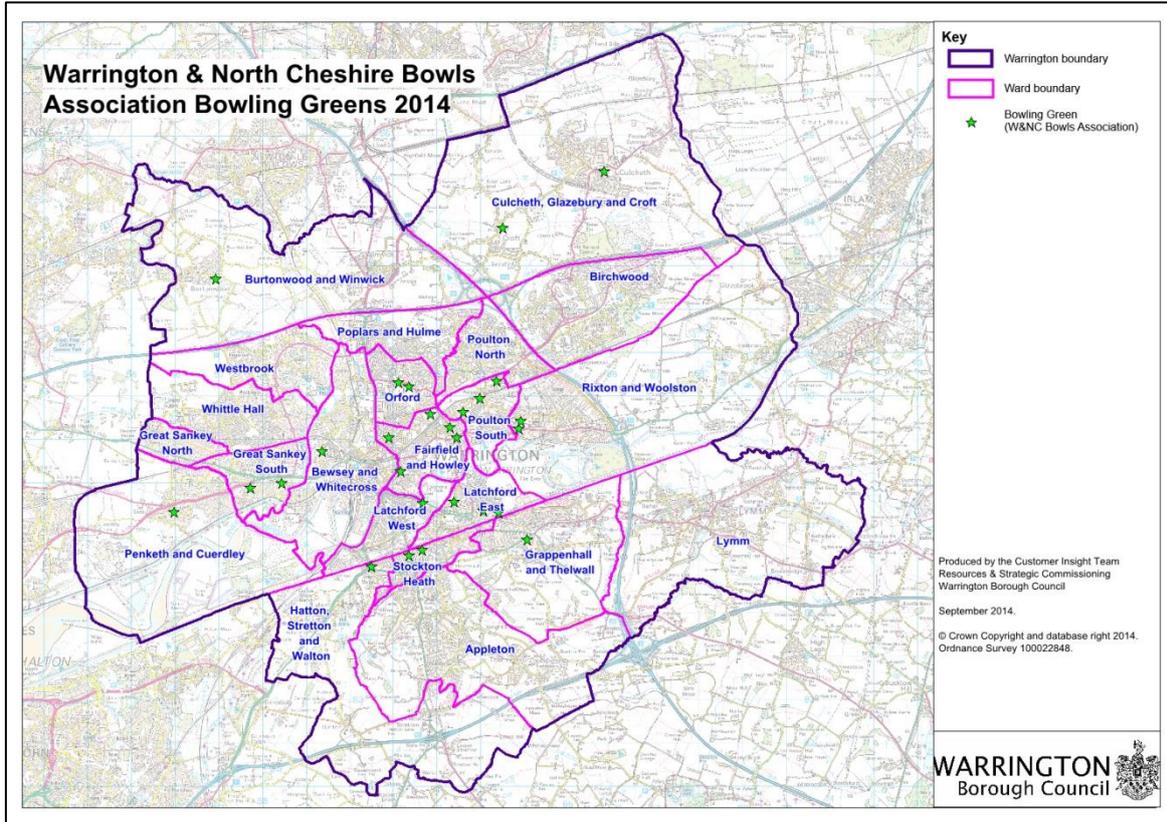
The map below shows the distribution of the Warrington sports facilities included within the Sport England Active Places survey:



In addition to the above facilities, there are four British Cycling registered cycling clubs in Warrington, and several dedicated cycle paths and bridleways as well as the road network:



Active Places does not record any bowling greens for Warrington, but there are several greens within the area that are listed by the Warrington & North Cheshire Bowls Association. Indoor bowling is also available at Birchwood Leisure Centre and Tennis Complex, via LiveWire.



### 6.3 Ownership

According to the Active Places Survey 2014, one-third of Warrington sports facilities are owned by Warrington Borough Council (107 facilities: 33%). 121 facilities are owned by a school (38%), 45 by a commercial organisation (14%) and 30 by a sports club (9%). Warrington has a higher proportion of Council-owned facilities than the North West (26%) and national (27%) averages.



Source: Sport England Active Places Survey, 2014

### Facility by Type and Ownership

Facility	Sub-group	No.	Ownership						Total
			School	Commercial	Community	HE/FE	Govt./ Council	Sports Club	
Artificial grass pitch	Rubber	9	5	1			3		18
	Sand-filled	6	1			1	1		
	Sand-dressed	3	4			1	1		
Athletics track		1					1		1
Badminton court		36	21	1	1	2	10	1	36
Cricket pitch		19	10	2			1	6	19
Football pitch	Full-sized	53	15	1		2	30	5	101
	Junior	33	19				13	1	
	Mini soccer	15	2	1			11	1	
Golf	Course	7		1			1	5	9
	Driving range	2		2					
Health & Fitness suite		26	5	12		3	6		26
Hockey pitch		2	2						2
Rounders pitch		7	7						7
Rugby pitch	League – senior	18	7	1		1	7	2	35
	League – junior	7	3				4	0	
	Union – senior	7	2				3	2	
	Union – junior	1	1				0	0	
	Mini rugby	2	0				2	0	
Softball pitch		2	2				0	0	2
Squash court		8	0	2			3	3	8
Studio		30	10	13		1	6	0	30
Swimming pool	Indoor full-sized	10	1	4			5		15
	Teaching / training	3					3		
	Lido	2	1	1			0		
Tennis court	Indoor centre	10	0	1			1		12
	Outdoor	2	3	2			1	4	
<b>Total</b>		<b>321</b>	<b>121</b>	<b>45</b>	<b>1</b>	<b>11</b>	<b>113</b>	<b>30</b>	<b>321</b>

Source: Sport England Active Places Survey, 2014. NB. The Active Places survey does not include a record of any bowling facilities in Warrington.

#### 6.4 Provision per head of population

Warrington's population accounts for 2.9% of the North West population, but according to Sport England data Warrington has more provision per head of population (compared with the regional average) in terms of:

- Indoor tennis centre (6.1% of North West provision)
- Grass pitches (3.5%)
- Tennis courts (3.3%)
- Squash courts (3.2%)
- Swimming pools (3.2%)

According to Sport England, Warrington has less provision per head of population for the following facility types:

- Ice rinks (nil)
- Indoor Bowls (nil)
- Ski slopes (nil)
- Golf (0.2%)
- Athletics tracks (2.2%)
- Artificial Grass pitches (2.6%)
- Health & Fitness Suites (2.7%)
- Sports Halls (2.7%)

## 6.5 Quality

In 2012 consultants were commissioned to develop a Playing Pitch Strategy for Warrington. In total 314 sports pitches in Warrington were assessed for quality and their ability to help deliver the Council's aim of increased participation in sport and active recreation. The Strategy found that Warrington *"has more facilities but of a poorer quality than expected for a borough of its size."* The key findings from the assessment were that:

- The cost of providing and running publicly funded pitches was low, but the standard of provision was also very low.
- Some of the changing facilities were in need of extensive refurbishment or replacement.
- Distribution of pitches across the borough was good.
- The standard and location of some changing facilities and pitches was very poor, jeopardising use and viability.
- Maintenance regimes were inadequate to deliver the quality required.
- Facilities might be more effectively delivered at local level by neighbourhoods or through Wellbeing Trust.
- There was a serious shortage of good quality multi-use all-weather surfaces.
- There was a serious shortage of good quality accessible pitches suitable for junior football and rugby matches.

Fifteen separate policy recommendations were made by the consultants, to improve the quality of local provision, increase participation and secure investment for future maintenance. In summary these were:

- Disposal of poor quality facilities in areas of over-supply and existing high quality provision, in order to invest in improvements to quality. Use of the Community Infrastructure Levy and Section 106 payments to fund improvements. Monitoring of usage patterns to inform future investment.
- Implementation of a programme of prioritised improvement to pitches and changing facilities, according to the Sport England quality assessment. More use of synthetic pitches where capacity is limited by poor quality pitches.
- Development of community use agreements for school facilities, ensuring that facilities are well-designed and high in quality. Development of high quality multi-pitch and multi-sport hubs for training and developing local talent. Improvement to access arrangements and changing facilities at multi-pitch sites. Provision of new junior pitches (e.g. one junior

soccer pitch per neighbourhood area), and development of tennis and netball provision across the borough.

- Attract contributions from commercial investors in new high quality facilities. Explore potential demand and supply for midweek play. Ensure that hub and integrated facilities developments are aligned with local sports development priorities and targets. Support the self-management of facilities by voluntary sports clubs.
- Transfer of facilities to management by Livewire to improve public access.

**It is not possible** to say how far these recommendations were adopted by the Active Warrington partnership, nor how far progress is being made against each one.

No information is currently available relating to the quality of other sports facilities in Warrington.

## 6.6 Resident Perspectives

According to the 2012 Warrington Residents' Survey, at the time of interview 22% of respondents had been a spectator at a sports event in the last six months and 15% had taken part in a sports event in the last six months. The survey also asked respondents to state the five things (from a list provided) that they considered were most important in making somewhere a good place to live. 9% of residents named sports and leisure facilities and 7% named cycle routes and networks in response to this question.

When asked to name the five things that most needed improving in Warrington (from the same list), 9% of respondents stated sports and leisure facilities and 11% stated cycle routes and networks. Overall, 50% of respondents were very or fairly satisfied with local sports and leisure facilities.

No data is currently available on numbers of users at each sports facility, or satisfaction ratings from users. There is no evidence currently available to indicate whether local residents consider that there are any gaps in sports provision.

## 6.7 Cost of provision

The cost of publicly provided leisure facilities to residents for Warrington and its Nearest Neighbours is compared in the table below with the local median gross annual wage (i.e. the level of annual gross earnings below which 50% of the employed population fall). All areas except Trafford offer a non-concessionary direct debit scheme for payment, and annual direct debit payments have been summed to arrive at the annual total.

### **Adult Leisure Membership Compared**

Membership	Warrington	Calderdale	Trafford	Stockport	Swindon
Adult full	£28.35 monthly DD	£25.95 monthly DD + £10 joining fee	£350 per year, paid in advance	£36 monthly DD	£35 monthly DD
Median gross annual wage*	£26,076	£25,278	£30,768	£28,020	£26,636
Adult full membership annual total as % of median wage	1.3%	1.3%	1.1%	1.5%	1.6%
<i>*Median is the figure below which 50% of responses fall.</i>					

Source: [www.livewirewarrington.co.uk](http://www.livewirewarrington.co.uk), [www.calderdale.gov.uk](http://www.calderdale.gov.uk), [www.traffordleisure.co.uk](http://www.traffordleisure.co.uk), [www.lifeleisure.net](http://www.lifeleisure.net), [www.leisureinswindon.co.uk](http://www.leisureinswindon.co.uk) (2014) and Annual Survey of Hours and Earnings (2013)

## 7 Financial Implications of Inactivity

In 2004 the Chief Medical Officer for England estimated that at a national level physical inactivity costs health services, social care services and employers around £8.2 billion per year.<sup>16</sup> In 2013 the Director of Health and Wellbeing for Public Health England estimated the cost of physical inactivity to the economy to be up to £10 billion.<sup>17</sup>

According to the Chartered Institute of Personnel and Development (CIPD)'s 2014 *Absence Management* report, the average time lost to sickness absence fell to 6.6 days over the last year. The median cost of absence per employee is now £609.

### **Sickness Absence 2014**

Sector	Average days lost per year	Average working time lost per year	Median* cost per absence
Public services	7.9	3.5%	£914
Not-for-profit	7.4	3.3%	£611
Manufacturing and Production	6.2	2.7%	£520
Private sector services	5.5	2.4%	£520
<b>Overall</b>	<b>6.6</b>	<b>2.9%</b>	<b>£609</b>
*Median cost is the figure below which 50% of responses fall. Total respondents = 518.			

Source: *Absence Management, CIPD (2014)*

### 7.1 Cost of Physical Inactivity for Warrington

#### 7.1.1 Sport England data

Sport England commissioned a study by the British Heart Foundation Health Promotional Research Group at Oxford University to investigate Primary Care Trust costs due to physical inactivity incurred in 2009/10. Due to difficulties in apportioning spending in some fields, the investigation was restricted to five diseases shown in the table below:

#### **Health Cost of Physical Inactivity – 5 key diseases**

Annual cost	Warrington £	North West £	England £
Gastrointestinal cancer	192,800	10,000,041	67,816,189
Breast cancer	252,780	7,919,863	60,357,887
Diabetes	968,250	29,733,783	190,660,420
Coronary heart disease	2,184,080	81,670,410	491,095,943
Cerebrovascular disease (e.g. stroke)	405,360	20,181,189	134,359,285
<b>Total</b>	<b>4,003,270</b>	<b>149,505,286</b>	<b>944,289,724</b>
<b>Per 100,000 residents</b>	<b>2,049,711</b>	<b>2,145,919</b>	<b>1,817,285</b>

Source: *British Heart Foundation Health Promotion Research Group (2010), reworked into estimates for local authorities by TBR*

<sup>16</sup> *Costing Report: Four Commonly Used Methods to increase Physical Activity* (2005) National Institute for Health and Care Excellence at [www.nice.org.uk/guidance/ph2/resources/four-commonly-used-methods-to-increase-physical-activity-costing-report2](http://www.nice.org.uk/guidance/ph2/resources/four-commonly-used-methods-to-increase-physical-activity-costing-report2)

<sup>17</sup> *Walking Works* (2013) Walking for Health at [www.walkingforhealth.org.uk/get-walking/walking-works](http://www.walkingforhealth.org.uk/get-walking/walking-works)

Total costs calculated were transformed into a rate per 100,000 residents. In Warrington, the cost rate was just over £2.0 million per 100,000 residents, compared with £2.1 million per 100,000 residents for the North West. The national cost rate is below both the Warrington and North West figures, indicating lower incidence of the five diseases within the population.

NB It should be noted that several major disease fields associated with inactivity were omitted from the research, and so actual costs are likely to be much higher than the estimates above.

### 7.1.2 Ukactive data

Ukactive<sup>18</sup> has used national costs and local inactivity rates measured via the Active People Survey 2012/13 to calculate costs due to inactivity for the 150 upper tier English local authorities. Each authority was assigned to one of four quartiles on the basis of its physical activity rates: the 'least inactive', 'less inactive', 'more inactive' and 'most inactive' authorities.

The annual costs of physical inactivity for Warrington are estimated to be £17,127,461 per 100,000 residents, and on the basis of local inactivity rates Warrington is ranked 39<sup>th</sup> out of all 150 local authorities, where one is the best-performing. This performance puts Warrington near the top of ukactive's 'less inactive' quartile of authorities, behind Trafford (23<sup>rd</sup>), Cheshire East (28<sup>th</sup>) and Stockport (34<sup>th</sup>) which are all within the 'least inactive' quartile. (Cheshire West & Chester is ranked 44<sup>th</sup>, within the 'less inactive' quartile.)

Ukactive assigned each authority into a quartile on the basis of deprivation scores, and Warrington was included within the 'less deprived' group of authorities. Warrington ranks 9<sup>th</sup> out of the 30 authorities within the 'less deprived' group for physical activity and inactivity rates. However, when gardening and walking are removed from the definition of physical activity, Warrington's rank falls to 29<sup>th</sup> out of the 30 'less deprived' authorities. It ranks 22<sup>nd</sup> within the group for the number of venues for activity available to residents.

## 7.2 Spend on physical activity

### 9.2.1 Public Health

Department of Health data indicates that Warrington was allocated £10,439,000 as a ring-fenced Public Health budget in 2014/15. Based on 2013 midyear population estimates, this equates to £51 per resident (all ages):

#### **Public Health Budget Allocations 2014/15**

	<b>Total £</b>	<b>Per resident £*</b>
Warrington	10,439,000	51
North West	451,729,000	64
England	2,793,775,000	52
<i>* 2013 Midyear population estimates (all ages)</i>		

Source: Department of Health 2014/15

In 2014/15 Warrington Borough Council allocated £167,000 of its public health budget to physical activity. This is equivalent to 2.7% of public health spending on the issues of sexual health, adult drug misuse, alcohol misuse, smoking, obesity and physical activity, and is above the national average of 2.4% calculated by ukactive on the basis of 85 responses to

<sup>18</sup> *Turning the tide of inactivity* (2014) ukactive at [www.ukactive.com/turningthetide](http://www.ukactive.com/turningthetide)

Freedom of Information requests. The cost of inactivity per 100,000 residents and the proportions of public health spend allocated to physical activity by Warrington's neighbours and Nearest Neighbours are shown below.

**Costs due to Inactivity compared with Public Health Physical Activity Allocation**

	<b>Cost of Inactivity (per 100,00 residents)</b>	<b>Physical Activity allocation 2014/15</b>	<b>% of Public Health budget**</b>	<b>Ukactive quartile</b>
Stockport	£16,958,349	Not yet available	Not yet available	Least inactive
Trafford	£16,226,251	Not yet available	Not yet available	Least inactive
Cheshire East	£16,688,643	£649,101*	8.0%	Least inactive
Warrington	£17,147,461	£167,000	2.7%	Less inactive
Cheshire West & Chester	£17,327,720	£48,000	0.6%	Less inactive
Calderdale	£19,682,276	£296,000	3.8%	More inactive
Swindon	£21,424,838	£159,000	2.7%	Most inactive
* Data is for 2013/14.				
**Based on sexual health, adult drug misuse, alcohol misuse, smoking, obesity and physical activity spend				

Source: *Turning the tide of inactivity, ukactive (2014)*

**9.2.1 Clinical Commissioning Group Allocations**

Department of Health data indicates that NHS Warrington Clinical Commissioning Group (CCG) was allocated £238,742,000 as a budget in 2014/15. This equates to £1,206 per resident (all ages), which is above the England average, but below the average for Cheshire, Warrington & Wirral.

**CCG Budget Allocations 2014/15**

	<b>Total £</b>	<b>Per resident £</b>
NHS Warrington CCG	238,742,000	1,206
Cheshire, Warrington & Wirral area	1,288,505,000	1,221
England	64,336,427,000	1,133

Source: *Department of Health 2014/15*

**9.2.2 Leisure and Active Travel Allocations**

Leisure services, which include libraries, in Warrington are run on behalf of the Council by Livewire, a local not-for-profit Community Interest Company. In 2013/14 Warrington Borough Council invested £5,835,138 in Livewire according to its [Statement of Accounts](#). **Is this all regular funding or does it involve anything special???**

**Any info on investment in active travel?**

### 7.3 Impact of Increased Activity rates

Public Health England has developed a tool to predict the impact on key diseases of an increase in physical activity across England. Predictions are available at local authority level:

#### ***Health Impact of Increased Physical Activity in Warrington***

Disease	Cases 2010	Potential reduction in cases (age 40-79) with...			
		25% of Residents Active	50% of Residents Active	75% of Residents Active	100% of Residents Active
All cause mortality	874	13	62	112	162
Coronary heart disease	573	5	25	46	66
Breast cancer	132	2	11	19	28
Colorectal cancer	91	1	7	13	19
Diabetes	7,868	86	424	763	1,101

*Source: Health Impact of Physical Activity, Public Health England (2014)*

## 8 Sport England Segmentation

Sport England has used data from the Active People and Taking Part Surveys to create a model that allocates adults aged 18+ into one of 19 segments, depending on their level of interest in sport, their socio-economic characteristics and their preferred method of communication. The purpose of the segments is to help sports commissioners to understand the interests and needs of their local population, their motivation to do sport, and how to communicate with each segment most effectively.

### 8.1 Key Segments in Warrington

The table below shows the distribution of each segment within Warrington's population overall; segments with members most likely to be active are coloured green, and those with members most likely to be inactive are coloured orange.

The five largest segments in Warrington are Philip, Tim, Elsie & Arnold, Roger & Joy, and Elaine. Amongst segments more likely to be inactive, the largest in Warrington are Elsie & Arnold, Roger & Joy, Frank, Brenda and Kev.

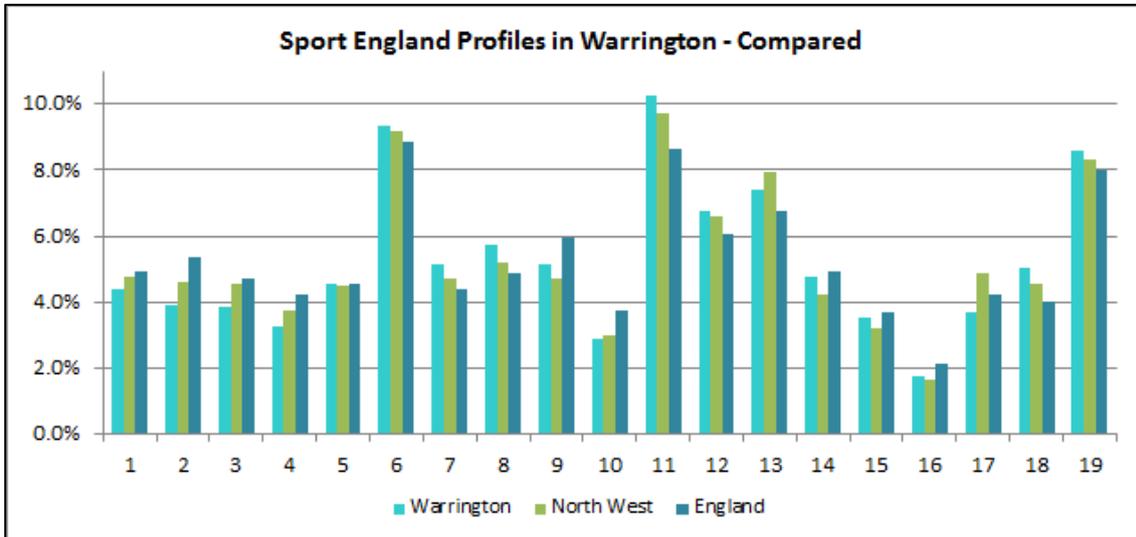
#### ***Sport England Segments in Warrington (All adults aged 18+)***

Segment		Description	Core age	Warr'n number	National % active (1 x 30)
Name	No.				
Philip*	11	Comfortable Mid-Life Males	46-55	15,568	51%
Tim*	6	Settling Down Males	26-45	14,242	62%
Elsie & Arnold*	19	Retirement Home Singles	66+	13,077	17%
Roger & Joy*	13	Early Retirement Couples	56-65	11,289	38%
Elaine*	12	Empty Nest Career Ladies	46-55	10,296	43%
Jackie*	8	Middle England Mums	36-45	8,721	47%
Kev~	9	Pub League Team Mates	36-45	7,860	42%
Alison*	7	Stay at Home Mums	36-45	7,833	55%
Frank*	18	Twilight Year Gents	66+	7,659	21%
Brenda~	14	Older Working Women	46-65	7,236	29%
Helena	5	Career Focussed Females	26-45	6,883	53%
Ben~	1	Competitive Male Urbanites	18-25	6,653	69%
Jamie~	2	Sports Team Lads	18-25	5,975	59%
Chloe~	3	Fitness Class Friends	18-25	5,825	56%
Ralph & Phyllis~	17	Comfortable Retired Couples	66+	5,653	28%
Terry~	15	Local 'Old Boys'	56-65	5,403	26%
Leanne~	4	Supportive Singles	18-25	4,926	42%
Paula~	10	Stretched Single Mums	26-45	4,391	36%
Norma~	16	Later Life Ladies	56-65	2,659	23%

**Green shading** denotes nine segments most likely to be active. **Orange shading** denotes ten segments most likely to be inactive. \* Denotes representation in Warrington above national average. ~ Denotes representation in Warrington below national average

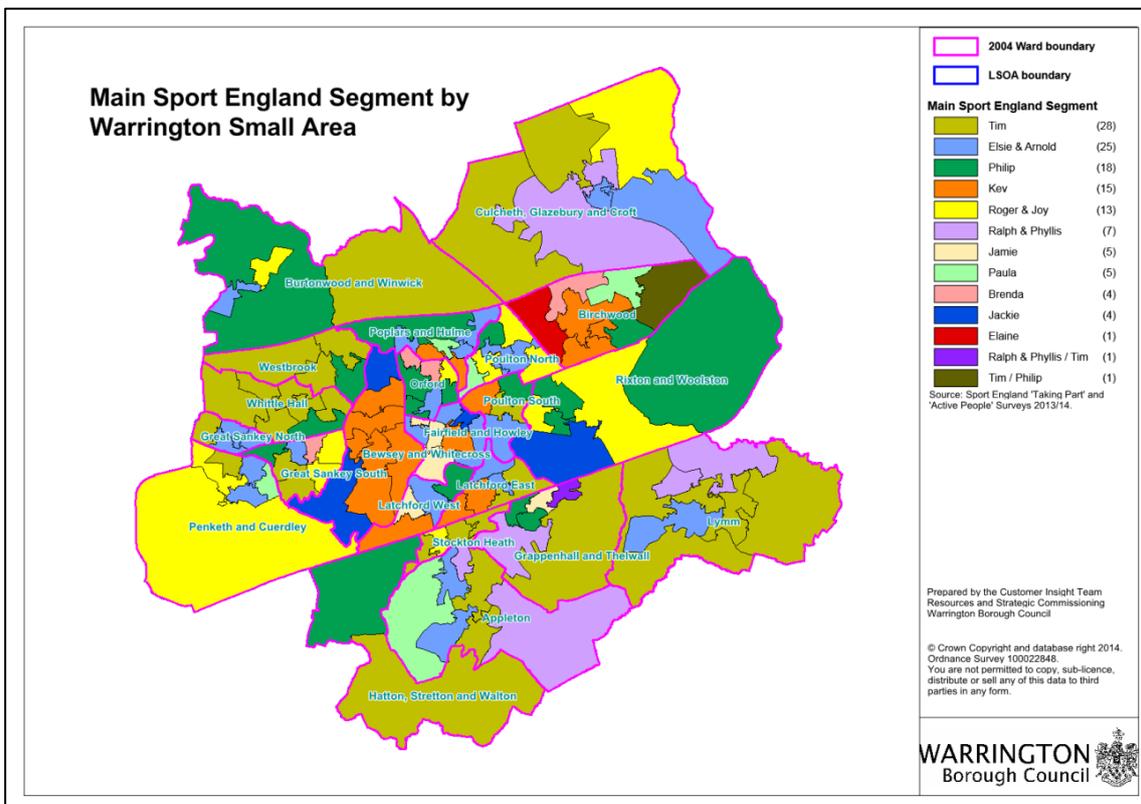
Source: Sport England Market Segmentation Tool (2014)

The distribution of Sport England segments within Warrington is quite different from both the national and regional patterns. Amongst segments that are more likely to take part in sport at a national level, Warrington has a higher than average proportion of Tims, Phillips, Elaines, Alison's and Jackies. Amongst segments that are less likely to take part in sport, Warrington has above average representation of Roger & Joys, Franks, and Elsie & Arnolds.



### 8.2 Main segments by small area (LSOA)

The map below shows the largest Sport England segment within each small area (LSOA) of Warrington.



### 8.3 Inactive population by segment

Based on national activity rates and the local population size, the ten segments that are likely to account for the highest numbers of inactive people in Warrington are:

#### ***Sport England Segments – Inactive people***

Name	Description	Core age	% active (1 x 30)	Estimated no. inactive in Warrington
Elsie & Arnold	Retirement Home Singles	66+	17%	10.9k
Philip	Comfortable Mid-Life Males	46-55	51%	7.6k
Roger & Joy	Early Retirement Couples	56-65	38%	7.0k
Frank	Twilight Year Gents	66+	21%	6.1k
Elaine	Empty Nest Career Ladies	46-55	43%	5.9k
Tim	Settling Down Males	26-45	62%	5.4k
Brenda	Older Working Women	46-65	29%	5.1k
Jackie	Middle England Mums	36-45	47%	4.6k
Kev	Pub League Team Mates	36-45	42%	4.6k
Ralph & Phyllis	Comfortable Retired Couples	66+	28%	4.1k
<b>Total:</b>				<b>61.3k</b>

The five female Sport England segments with most inactive members in Warrington are Elsie, Joy, Elaine, Brenda, and Jackie. The segments likely to include most inactive people in their mid-forties and early fifties are Philip, Elaine, Brenda, Jackie, Kev and Alison. The segments most commonly found within health hotspots are detailed below:

#### ***Sport England Segments - Health Hotspots (Men)***

Health risk	Hotspot Ward	Common Segments within Ward (>100 members within at least one LSOA)
Excess weight (BMI 25-29)	Burtonwood and Winwick	Arnold, Frank, Kev, Philip, Ralph, Roger, Tim
	Poplars & Hulme	Arnold, Frank, Jamie, Kev, Philip, Roger, Terry, Tim
Three or more risk factors for CVD	Poplars & Hulme	Arnold, Frank, Jamie, Kev, Philip, Roger, Terry, Tim
	Poulton North	Arnold, Frank, Kev, Philip, Roger, Terry, Tim
	Orford	Arnold, Frank, Jamie, Kev, Philip, Ralph, Roger, Terry, Tim
	Fairfield and Howley	Ben, Arnold, Frank, Jamie, Kev, Philip, Terry
	Latchford East	Arnold, Jamie, Kev, Philip, Ralph, Terry, Tim
	Bewsey & Whitecross	Ben Arnold, Jamie, Kev, Philip, Terry, Tim
	Premature death from smoking	Bewsey & Whitecross
Fairfield & Howley		Ben, Arnold, Frank, Jamie, Kev, Philip, Terry
Poulton North		Arnold, Frank, Kev, Philip, Roger, Terry, Tim
Latchford East		Arnold, Jamie, Kev, Philip, Ralph, Terry, Tim
Low emotional wellbeing	Poplars & Hulme	Arnold, Frank, Jamie, Kev, Philip, Roger, Terry, Tim
	Poulton North	Arnold, Frank, Kev, Philip, Roger, Terry, Tim

**Sport England Segments - Health Hotspots (Women)**

Health risk	Hotspot Ward	Common Segments within Ward (>100 members within at least one LSOA)
Excess weight (BMI 25-29)	Great Sankey North	Alison, Elaine, Elsie, Joy
	Great Sankey South	Alison, Elaine, Elsie, Norma, Paula, Joy
	Orford	Brenda, Elaine, Elsie, Leanne, Norma, Paula, Phyllis, Joy
Premature death from smoking	Poplars & Hulme	Brenda, Elaine, Elsie, Jackie, Leanne, Norma, Paula, Joy
	Fairfield & Howley	Brenda, Elsie, Helena, Jackie, Leanne, Norma, Paula
	Latchford East	Alison, Brenda, Chloe, Elaine, Elsie, Jackie, Leanne, Norma, Paula, Phyllis
Low emotional wellbeing	Bewsey & Whitecross	Brenda, Elsie, Helena, Jackie, Leanne, Norma, Paula
	Orford	Brenda, Elaine, Elsie, Jackie, Leanne, Norma, Paula, Phyllis, Joy
	Fairfield & Howley	Brenda, Elsie, Helena, Jackie, Leanne, Norma, Paula
Significantly more likely than borough average to be inactive (< 30 mins. per week)	Burtonwood & Winwick	Alison, Elaine, Elsie, Helena, Jackie, Phyllis, Joy
	Poplars & Hulme	Brenda, Elaine, Elsie, Jackie, Leanne, Norma, Paula, Joy
	Orford	Brenda, Elaine, Elsie, Jackie, Leanne, Norma, Paula, Phyllis, Joy
Significantly less likely than borough average to do 150 mins. of activity per week	Burtonwood & Winwick	Alison, Elaine, Elsie, Helena, Jackie, Joy
	Poplars & Hulme	Brenda, Elaine, Elsie, Jackie, Leanne, Norma, Paula, Joy
	Orford	Brenda, Elaine, Elsie, Jackie, Leanne, Norma, Paula, Phyllis, Joy
	Poulton North	Brenda, Elaine, Elsie, Leanne, Norma, Paula, Joy
	Latchford East	Alison, Chloe, Elaine, Elsie, Jackie, Leanne, Norma, Paula, Phyllis

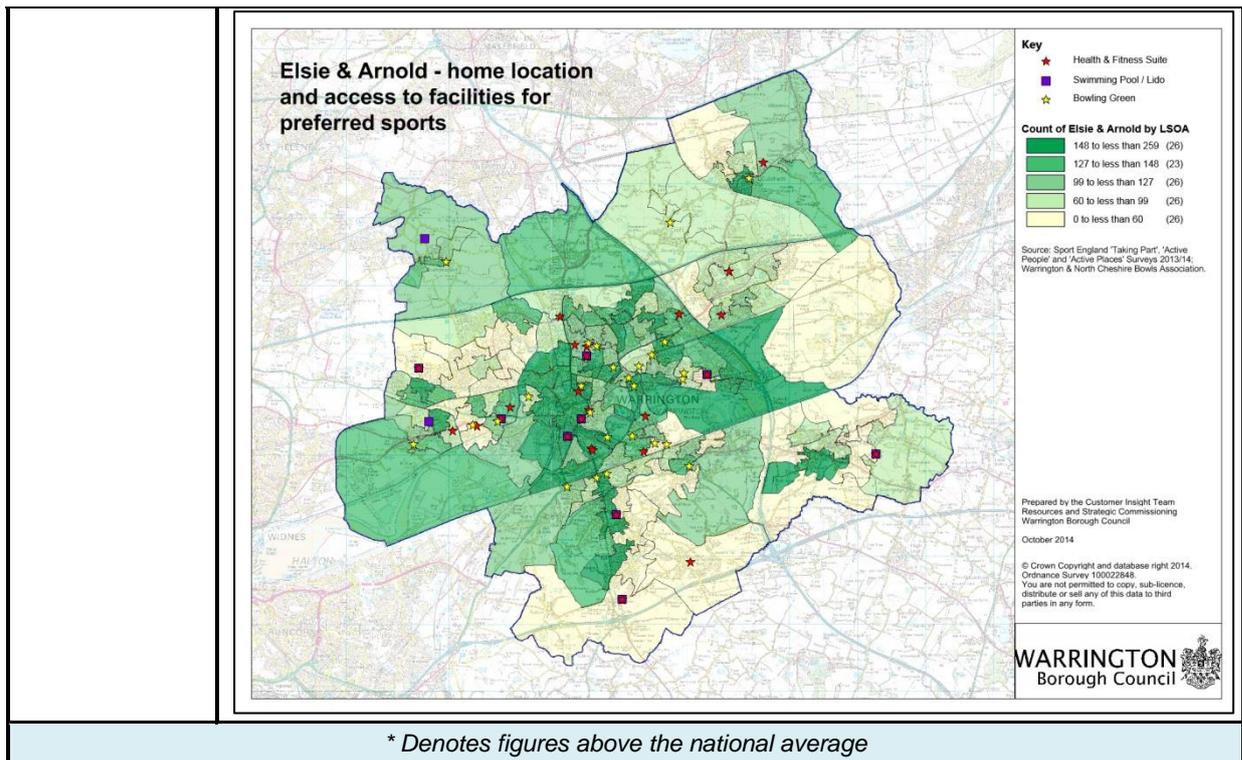
## 8.4 Summary of Key Segments

The tables following summarise the key characteristics of the Sport England segments with the highest estimated numbers of inactive residents in Warrington.

### 8.4.1 Elsie & Arnold

Elsie & Arnold	
<b>Description</b>	<b>Retirement home singles</b> Aged 66+, singles or widowed, retired, mainly female, living in sheltered housing.
<b>Sports Participation</b>	<b>Activity/ Inactivity:</b> Less active than average. 82% have done no sport in the last 28 days*. 17% participate at least once per week and 5% do at least 3 x 30 minutes per week (less than the average for the age group). <b>Organised sport:</b> 15% belong to a sports club, 8% have received instruction and 4% have competed in the last year. <b>Top three sports:</b> keep fit/gym, swimming, bowls*. <b>Motivation:</b> enjoyment, keeping fit, socialising (but less so than average). <b>Main barrier:</b> 83% health, injury or disability. 50% of this group have a long-standing health condition or disability. <b>Participant satisfaction:</b> Elsies and Arnolds involved in sport tend to be more satisfied with their experience than other adults.
<b>Other interests</b>	<b>Top three activities:</b> TV, socialising with friends/family, reading. <b>More likely than average to:</b> read.
<b>Latent demand</b>	<b>Want to do more:</b> 25% would like to do more sport, especially swimming*. 24% would do more if they were less busy. 20% would do more if they had someone to go with and 11% would be influenced by lower prices. Elsies and Arnolds are more likely to be influenced by having someone to go with and improved transport. <b>Want to do more – top three sports:</b>
<b>How to reach them</b>	<b>Via the post.</b> Prefers information via local papers and service delivered face-to-face. Accepts things at face value and is open to the opinion of others, if it's an authority figure or someone they trust. No access to the internet. Not influenced by national newspaper campaigns. The message needs to be friendly, reassuring and safe, also easy to understand.
<b>Key Words:</b>	The map below shows Elsie & Arnold's dispersal across the borough. Elsie and Arnold are most likely to live in the areas shown in dark green.



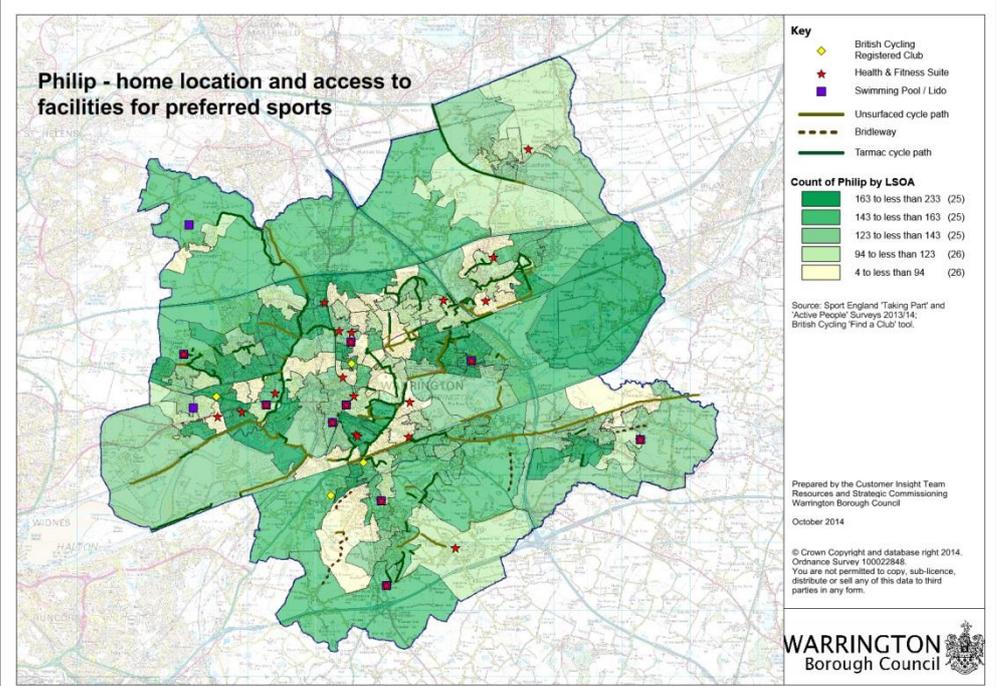


\* Denotes figures above the national average

Source: Sport England Segmentation Tool (2014)

## 8.4.2 Philip

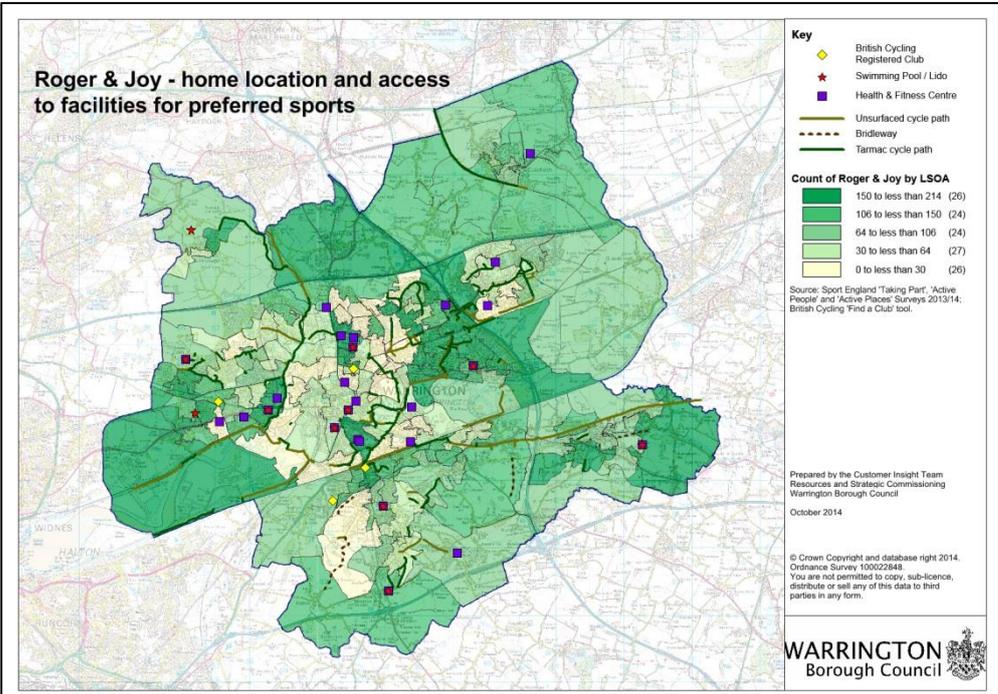
<b>Philip</b> <i>(* Denotes figures above the national average)</i>		
<b>Description</b>	<b>Comfortable Mid-life Males</b> Aged 46-55, married with older children, full-time employed, owner-occupier. Have more time for themselves.	
<b>Sports Participation</b>	<b>Activity/ Inactivity:</b> More active than average. 51% do sport at least once per week* and 19% do at least 3 x 30 minutes per week*. 50% have done no sport in the last month. <b>Organised sport:</b> 30% are members of sports clubs* and 21% have competed in the last year*. 17% receive instruction* and 11% volunteer*. <b>Top three sports:</b> cycling*, keep fit/gym, swimming. <b>Motivation:</b> enjoyment*, to keep fit*, meet friends* and to take the children*. <b>Main barrier:</b> work commitments* and lack of time*. <b>Participant satisfaction:</b> broadly in line with the national average. Below average satisfaction with facilities and coaching.	
<b>Other interests</b>	<b>Top three activities:</b> TV, socialising with friends/family, listening to music. <b>Significantly more likely to:</b> do DIY*, use internet/email*, do sport/exercise*, garden*.	
<b>Latent demand</b>	<b>Want to do more:</b> 58% of Philips would like to do more sport*. 59% would do more sport if they were less busy* and 10% would if they had more free time*. Philips are less likely than average to be influenced by cheaper prices or needing someone to go with. <b>Want to do more – top three sports:</b> cycling*, keep fit/gym, swimming.	

<p><b>How to reach him</b></p>	<p><b>Via the internet or email.</b> Philips make decisions based on their own (online) research. They use their mobile phone, including for shopping, but prefer the landline.</p> <p>Philips respond to internet or email advertising, as well as national press advertising.</p> <p>The message needs to be informative, also practical, intelligent and financially prudent.</p>
<p><b>Key Wards:</b></p>	<p>The map below shows Philip's dispersal across the borough. Philip is most likely to live in the areas shown in dark green.</p> 

Source: Sport England Segmentation Tool (2014)

### 8.4.3 Roger & Joy

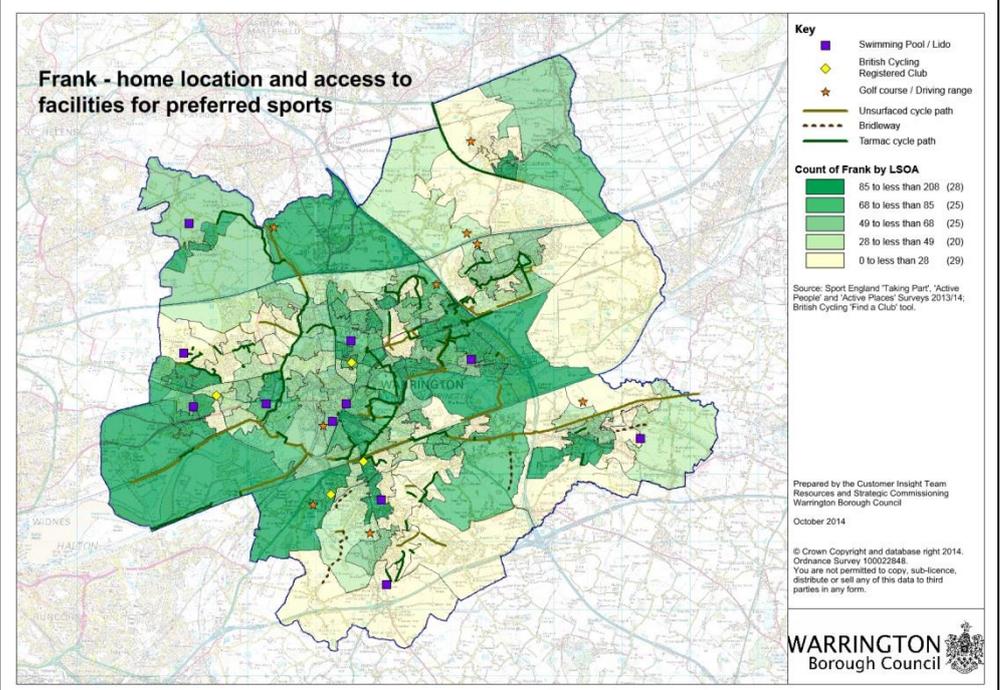
<p style="text-align: center;"><b>Roger &amp; Joy</b> (* Denotes figures above the national average)</p>		
<p><b>Description</b></p>	<p><b>Early Retirement Couples</b> Couples aged 56-65, married, full-time employed or retired. Have free time.</p>	
<p><b>Sports Participation</b></p>	<p><b>Activity/ Inactivity:</b> Slightly less active than average. 66% have done no sport in the last month*. 38% do sport at least once per week and 10% do at least 3 x 30 minutes per week.</p> <p><b>Organised sport:</b> 15% are members of sports clubs and 12% have competed in the last year. 15% receive instruction* and 7% volunteer.</p> <p><b>Top three sports:</b> keep fit/gym, swimming and cycling.</p> <p><b>Motivation:</b> enjoyment*, to keep fit*, and to meet friends.</p> <p><b>Main barrier:</b> health/injury/disability*, other and lack of time*.</p> <p><b>Participant satisfaction:</b> broadly in line with the national average, but higher for value for money, officials and ease of participation.</p>	
<p><b>Other</b></p>	<p><b>Top three activities:</b> TV, socialising with friends/family*, reading*.</p>	

<b>interests</b>	<b>Significantly more likely to:</b> read*, garden*, do DIY*.
<b>Latent demand</b>	<b>Want to do more:</b> 44% of Roger & Joys would like to do more sport. 44% would do more sport if they were less busy and 14% would if it were cheaper. 11% would participate if they had someone to go with. <b>Want to do more – top three sports:</b> swimming*, keep fit/gym, cycling.
<b>How to reach them</b>	<b>Roger and Joy don't like advertising, but may respond to newspaper adverts.</b> They have set ideas on their preferences, based on past experience or the opinion of trusted friends and family. Roger & Joys may have internet access at home, but view the net as a source of information. They prefer to access services face-to-face or by post. The message needs to be informative, sensible, reliable, conservative and financially prudent.
	The map below shows Roger & Joy's dispersal across the borough. Roger and Joy are most likely to live in the areas shown in dark green. 

Source: Sport England Market Segmentation Tool (2014)

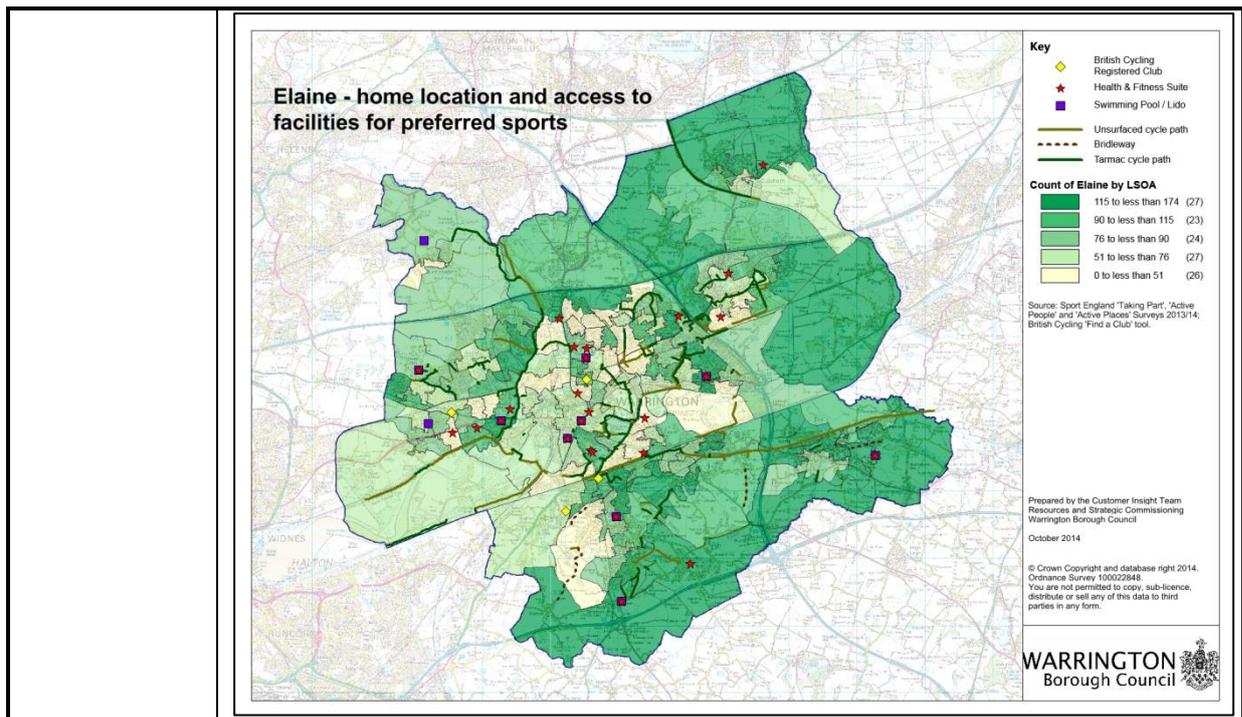
#### 9.4.4 Frank

<b>Frank</b> <i>(* Denotes figures above the national average)</i>		
<b>Description</b>	<b>Twilight Years Gents</b> Mainly aged 66+, married or single, retired with some pension provision. Spends his time watching TV or enjoying a pint at the local pub. Enjoys hearty meals and may smoke.	
<b>Sports Participation</b>	<b>Activity/ Inactivity:</b> Well below average sports participation. 76% have done no sport in the last month*. 21% do sport at least once per week (better than average for the age group) and 9% do at least 3 x 30 minutes per week. <b>Organised sport:</b> 23% are members of sports clubs and 12% have competed in	

	<p>the last year. 6% receive instruction and 6% volunteer.  <b>Top three sports:</b> swimming, cycling and golf.  <b>Motivation:</b> enjoyment, to keep fit, and to meet friends.  <b>Main barrier:</b> health/injury/disability*, other and lack of time.  <b>Participant satisfaction:</b> broadly higher than the national average, even in areas of lowest satisfaction. Least satisfied with facilities and coaching.</p>
<p><b>Other interests</b></p>	<p><b>Top three activities:</b> TV*, socialising with friends/family, listening to music and gardening*.  <b>Significantly more likely to:</b> watch TV*, garden*, do DIY*</p>
<p><b>Latent demand</b></p>	<p><b>Want to do more:</b> 25% of Franks would like to do more sport. 21% would do more sport if they were less busy, 13% would if it were cheaper and 13% would if they had people to go with. 7% would be encouraged to do more sport by improved transport.  <b>Want to do more – top three sports:</b> swimming, cycling and golf*.</p>
<p><b>How to reach them</b></p>	<p><b>Post and newspaper adverts.</b> Franks make decisions based on personal experience or trusted opinions from friends and family. They enjoy a daily paper like the Daily Mail or Express.  Franks do not like to use computers and do not have internet access at home.  Franks are influenced by TV advertising and programme sponsorship. They like straightforward branding.  Franks prefer to access services face-to-face. They are happy to call family by phone but find phonecalls to companies too impersonal and are worried by security risks. Franks do not have mobile phones.  For Franks the message needs to be unpretentious, safe and secure, reliable and non-technical.</p>
<p><b>Key Words:</b></p>	<p>The map below shows Frank’s dispersal across the borough. Frank is most likely to live in the areas shown in dark green.</p> 

## 9.4.5 Elaine

<b>Elaine</b> <i>(* Denotes figures above the national average)</i>		
<b>Description</b>	<b>Empty Nest Career Ladies</b> Women aged 46-55, married, full-time employed and owner-occupiers.	
<b>Sports Participation</b>	<b>Activity/ Inactivity:</b> Generally average levels of activity. 43% do sport at least once per week and 12% do at least 3 x 30 minutes per week. 62% have done no sport in the last month. <b>Organised sport:</b> 23% are members of sports clubs and 9% have competed in the last year*. 22% receive instruction and 6% volunteer. <b>Top three sports:</b> keep fit/gym*, swimming* and cycling. <b>Motivation:</b> to keep fit*, enjoyment*, and to lose weight*. <b>Main barrier:</b> health/injury/disability and 'other' reasons*. <b>Participant satisfaction:</b> broadly in line with the national average, but higher for coaching and value for money.	
<b>Other interests</b>	<b>Top three activities:</b> socialising with friends/family*, TV, reading* and shopping*. <b>Significantly more likely to:</b> go to the theatre/music concerts*, read*, shop*, and to garden*.	
<b>Latent demand</b>	<b>Want to do more:</b> 55% of Elaines would like to do more sport*. 44% would do more sport if they were less busy, 15% would if it were cheaper and 15% would if they had people to go with. Elaines are, however, less likely than average to be influenced by cheaper prices or by the need for better facilities. <b>Want to do more – top three sports:</b> swimming*, keep fit/gym* and cycling.	
<b>How to reach her</b>	<b>Via magazine 'advertorials'.</b> Elaines make decisions based on their intuition – they like straightforward messages and do not like to be overwhelmed by facts and figures. Elaines are moderate internet users, unlikely to respond to online mailings, but influenced by web banners. They use their mobile phone for emergencies and prefer the landline. Elaines is less likely to be influenced by TV advertising, as it doesn't provide enough information. For Elaines the message needs to be informative, unpretentious, practical, and intelligent.	
<b>Key Words:</b>	The map below shows Elaine's dispersal across the borough. Elaine is most likely to live in the areas shown in dark green.	



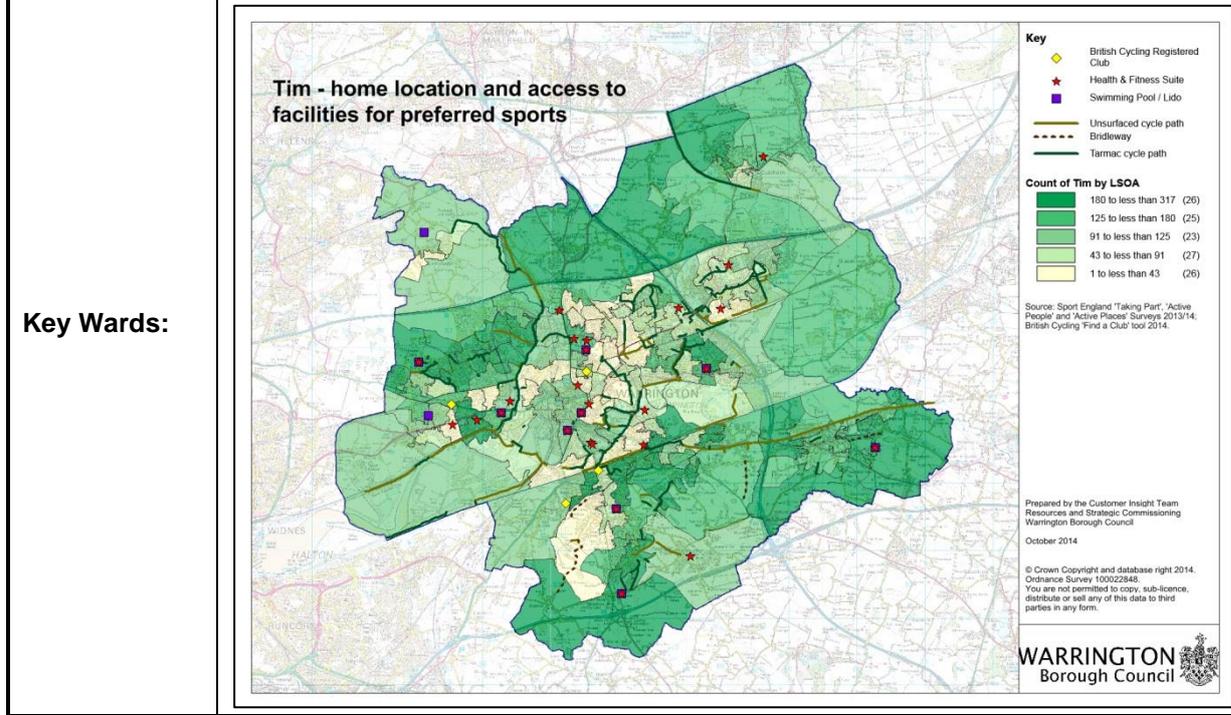
Source: Sport England Market Segmentation Tool (2014)

### 9.4.6 Tim

<p style="text-align: center;"><b>Tim</b></p> <p style="text-align: center;">(* Denotes figures above the national average)</p> 	
<b>Description</b>	<p><b>Settling down males</b></p> <p>Sporty male professionals who are buying a house and settling down with their partners.</p> <p>Aged 26-45, married or single, may have children. Love sport.</p>
<b>Sports Participation</b>	<p><b>Activity/ Inactivity:</b> More active than average. 62% do sport at least once per week* and 27% do at least 3 x 30 minutes per week*. 37% have done no sport in the last month.</p> <p><b>Organised sport:</b> 33% are members of sports clubs* and 27% have competed in the past year*. 23% receive instruction* and 11% volunteer*.</p> <p><b>Top three sports:</b> cycling*, keep fit/gym*, swimming*.</p> <p><b>Motivation:</b> enjoyment, to keep fit, meet friends and to take the children.</p> <p><b>Main barrier:</b> work commitments and 'other' reasons.</p> <p><b>Participant satisfaction:</b> Tims involved in sport tend to be slightly less satisfied with their experience than the average for all adult participants.</p>
<b>Other interests</b>	<p><b>Top three activities:</b> TV, socialising with friends/family, listening to music.</p> <p><b>More likely than average to:</b> eat out at restaurants, use email/internet, go to bars/pubs/clubs, play sport.</p>
<b>Latent demand</b>	<p><b>Want to do more:</b> 66% of Tims would like to do more sport. 59% would do more sport if they had more time. Tims are less likely than others to be influenced by lack of money.</p> <p><b>Want to do more – top three sports:</b> cycling*, swimming, keep fit.</p>
<b>How to reach</b>	<p><b>Via the internet or email.</b> Tims make decisions based on their own (online)</p>

**him** research. Tims are heavy mobile phone users.  
Tims are less influenced by press/posters/direct mail.  
The message needs to be informative and eye-catching, practical, good quality and entertaining.

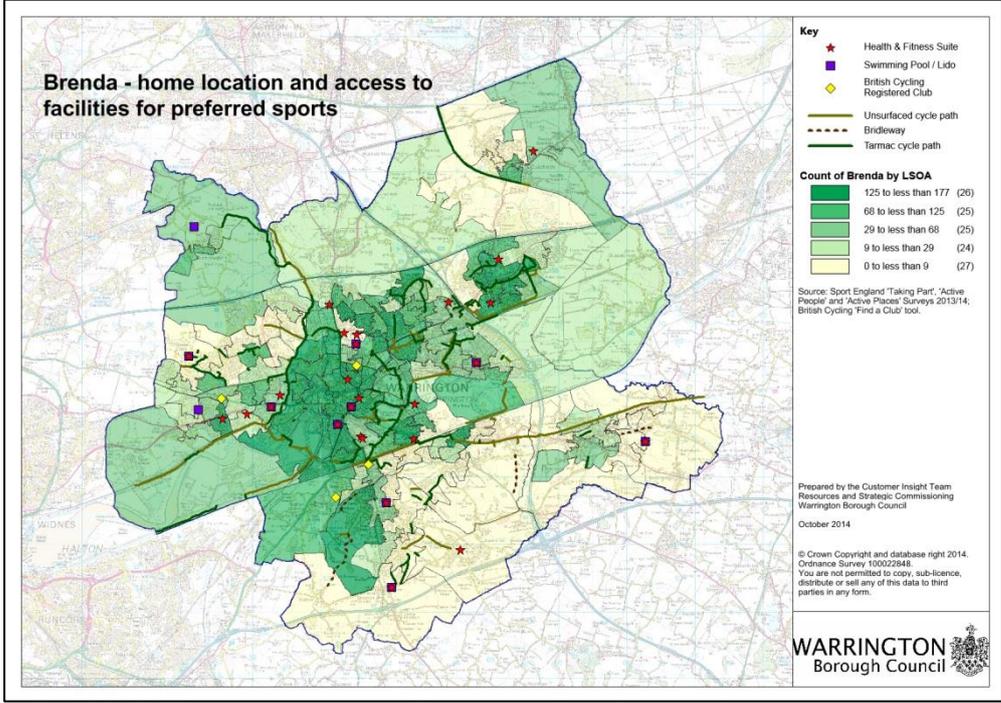
The map below shows Tim's dispersal across the borough. Tim is most likely to live in the areas shown in dark green.



Source: Sport England Segmentation Tool (2014)

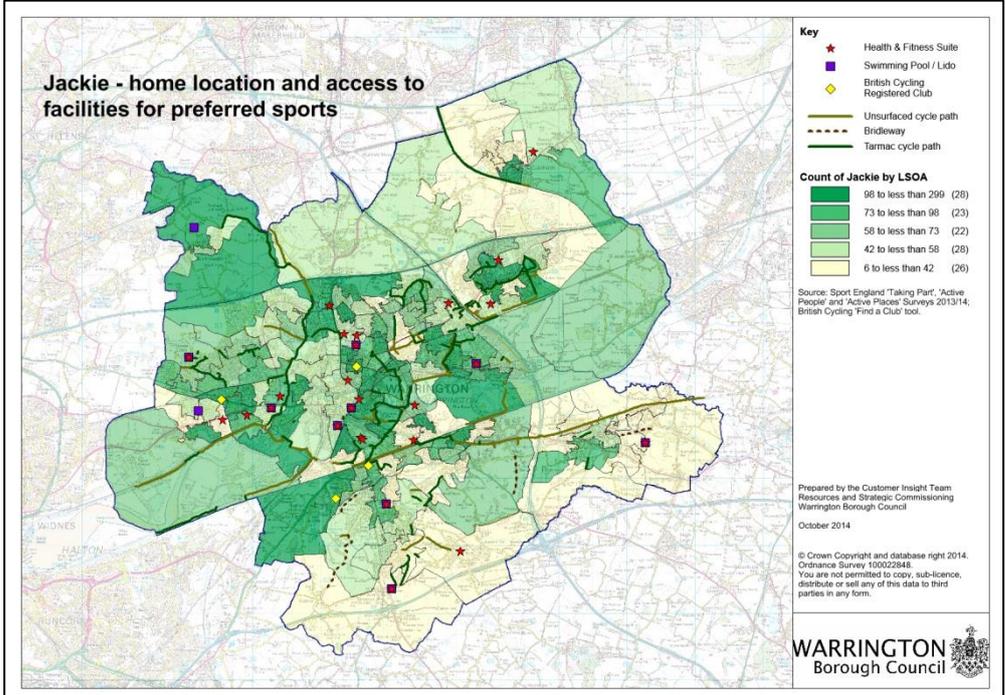
### 9.4.7 Brenda

<p><b>Brenda</b> (* Denotes figures above the national average)</p> 	
<b>Description</b>	<b>Older Working Women</b> Aged 46-65, married, part-time employed (to make ends meet).
<b>Sports Participation</b>	<p><b>Activity/ Inactivity:</b> Less active than average. 29% do sport at least once per week and 8% do at least 3 x 30 minutes per week. 73% have done no sport in the last month.</p> <p><b>Organised sport:</b> 14% are members of sports clubs and 5% have competed in the past year. 13% receive instruction and 4% volunteer.</p> <p><b>Top three sports:</b> keep fit/gym, swimming, cycling.</p> <p><b>Motivation:</b> to keep fit and enjoyment, weight loss and to take the children.</p> <p><b>Main barrier:</b> health, injury or disability.</p> <p><b>Participant satisfaction:</b> Brendas involved in sport tend to give satisfaction ratings close to the average for all adult participants.</p>
<b>Other interests</b>	<p><b>Top three activities:</b> TV, socialising with friends/family, shopping.</p> <p><b>More likely than average to:</b> Shop, read and garden.</p>
<b>Latent demand</b>	<b>Want to do more:</b> 51% of Brendas would like to do more sport. 51% would do more sport if they were less busy and 23% would if it were cheaper.

	<b>Want to do more – top three sports:</b> swimming, keep fit, cycling.
<b>How to reach her</b>	<p><b>Television adverts.</b> Bendas enjoy the soaps and listens to some commercial radio. They tend to take things at face value when making decisions – they are open to the opinions and advice of others.</p> <p>Bendas prefer information via the local papers. They have little internet access and make little use of mobile phones.</p> <p>The message needs to be trustworthy, mass market, and traditional, in everyday language.</p>
<b>Key Words:</b>	<p>The map below shows Brenda’s dispersal across the borough. Brenda is most likely to live in the areas shown in dark green.</p> 

### 9.4.8 Jackie

<p><b>Jackie</b></p> <p>(* Denotes figures above the national average)</p>		
<b>Description</b>	<p><b>Middle England Mums</b></p> <p>Mums who are juggling work, family and finance. Aged 36-45, married, part-time skilled worker or stay-at-home Mum. Has children.</p>	
<b>Sports Participation</b>	<p><b>Activity/ Inactivity:</b> More active than average, but not for her age group. 47% do sport at least once per week* and 16% do at least 3 x 30 minutes per week*. 56% have done no sport in the last month.</p> <p><b>Organised sport:</b> 20% are members of sports clubs and 20% have received instruction* in the last year. 9% compete and 8% volunteer*.</p> <p><b>Top three sports:</b> keep fit/gym*, swimming*, cycling.</p> <p><b>Motivation:</b> to keep fit, enjoyment, to take the children and to lose weight.</p> <p><b>Main barrier:</b> ‘other’ reasons, which includes ‘leaving school’, ‘no opportunity’ and economic/work reasons’.</p> <p><b>Participant satisfaction:</b> Jackies involved in sport give satisfaction ratings similar</p>	

	to others, but higher for 'facilities', 'coaching' and 'exertion/fitness'.
<b>Other interests</b>	<b>Top three activities:</b> socialising with friends/family, watching TV, shopping. <b>More likely than average to:</b> socialise with friends/family, go shopping, listen to music, read, go on days out, eat at restaurants, use the internet/email, go to the cinema.
<b>Latent demand</b>	<b>Want to do more:</b> 67% of Jackies would like to do more sport*. 50% would do more sport if they were less busy* and 22% would if it were cheaper*. <b>Want to do more – top three sports:</b> swimming*, keep fit/gym*, cycling.
<b>How to reach him</b>	<b>Via television adverts.</b> Jackies don't like to be overwhelmed with facts and figures when making decisions. They prefer information and to access services by phone. Jackies tend to listen to commercial radio, and can recall adverts. She is a light internet user. The message needs to be down-to-earth, family-orientated, good value and reliable.
<b>Key Words:</b>	The map below shows Jackie's dispersal across the borough. Jackie is most likely to live in the areas shown in dark green. 

### 9.4.9 Kev

<b>Kev</b> <i>(* Denotes figures above the national average)</i>		
<b>Description</b>	<b>Pub League Team Mates</b> Blokes who enjoy pub league games and watching live sport. Aged 36-45, married or single, may have children. Employed in vocational job.	
<b>Sports Participation</b>	<b>Activity/ Inactivity:</b> Average activity levels. 42% do sport at least once per week* and 17% do at least 3 x 30 minutes per week*. 57% have done no sport in the last month. <b>Organised sport:</b> 22% are members of sports clubs and 16% have competed in the past year*. 13% receive instruction and 7% volunteer.	

	<p><b>Top three sports:</b> keep fit/gym, football*, cycling*.</p> <p><b>Motivation:</b> enjoyment, to keep fit, to socialise and to take the children.</p> <p><b>Main barrier:</b> work commitments and 'other' reasons.</p> <p><b>Participant satisfaction:</b> Kevs involved in sport tend to be slightly less satisfied with their experience than the average for all adult participants, especially for 'performance', 'facilities' and 'coaching'.</p>
<b>Other interests</b>	<p><b>Top three activities:</b> TV, socialising with friends/family, listening to music.</p> <p><b>More likely than average to:</b> Use the internet/email, do DIY.</p>
<b>Latent demand</b>	<p><b>Want to do more:</b> 62% of Kevs would like to do more sport*. 48% would do more sport if they were less busy and 21% would if it were cheaper.</p> <p><b>Want to do more – top three sports:</b> swimming, cycling*, keep fit.</p>
<b>How to reach him</b>	<p><b>Television adverts.</b> Kevs are open to new ideas presented in an entertaining way. They prefer information via SMS and like to access services online or by phone.</p> <p>Kevs use the internet for motor or employment information, but not for shopping.</p> <p>The message needs to be unpretentious, traditional, good value and dependable.</p>
<b>Key Words:</b>	<p>The map below shows Kev's dispersal across the borough. Kev is most likely to live in the areas shown in dark green.</p> <p><b>Key</b></p> <ul style="list-style-type: none"> <li>★ Health &amp; Fitness Suite</li> <li>● Full-sized Football pitch</li> <li>◆ British Cycling Registered Club</li> <li>--- Unsurfaced cycle path</li> <li>... Bridleway</li> <li>— Tarmac cycle path</li> </ul> <p><b>Count of Kev by LSOA</b></p> <ul style="list-style-type: none"> <li>146 to less than 279 (28)</li> <li>42 to less than 146 (23)</li> <li>14 to less than 42 (22)</li> <li>3 to less than 14 (28)</li> <li>0 to less than 3 (26)</li> </ul> <p>Source: Sport England 'Taking Part', 'Active People' and 'Active Places' Surveys 2013/14; British Cycling 'Find a Club' tool 2014.</p> <p>Prepared by the Customer Insight Team Resources and Strategic Commissioning Warrington Borough Council October 2014</p> <p>© Crown Copyright and database right 2014. Ordnance Survey 100022848. You are not permitted to copy, sub-licence, distribute or sell any of this data to third parties in any form.</p> <p><b>WARRINGTON</b> Borough Council</p>

#### 9.4.10 Ralph & Phyllis

<p><b>Ralph &amp; Phyllis</b></p> <p>(* Denotes figures above the national average)</p>		
<b>Description</b>	<p><b>Comfortable Retired Couples</b></p> <p>Retired couples, enjoying active and comfortable lifestyles Aged 66+, married or single, retired.</p>	
<b>Sports Participation</b>	<p><b>Activity/ Inactivity:</b> Less active than average, but more active for their age group. 28% do sport at least once per week and 9% do at least 3 x 30 minutes per week. 71% have done no sport in the last month*.</p>	

	<p><b>Organised sport:</b> 26% are members of sports clubs and 11% have competed in the past year. 12% receive instruction and 6% volunteer.</p> <p><b>Top three sports:</b> keep fit/gym, swimming, golf*.</p> <p><b>Motivation:</b> enjoyment, to keep fit, and socialising.</p> <p><b>Main barrier:</b> health, injury or disability.</p> <p><b>Participant satisfaction:</b> Ralphs and Phyllises involved in sport tend to be slightly more satisfied with their experience than the average for all adult participants.</p>
<p><b>Other interests</b></p>	<p><b>Top three activities:</b> TV*, socialising with friends/family*, reading*.</p> <p><b>More likely than average to:</b> garden, eat out at restaurants, go to the theatre / music concerts.</p>
<p><b>Latent demand</b></p>	<p><b>Want to do more:</b> 27% of Ralphs and Phyllises would like to do more sport. 29% would do more sport if they had more time, 15% if they had someone to go with and 11% if it were cheaper.</p> <p><b>Want to do more – top three sports:</b> swimming, keep fit, golf*.</p>
<p><b>How to reach him</b></p>	<p><b>Via newspaper adverts.</b> Ralph and Phyllis have set ideas about their likes, based on experience or the opinion of trusted friends and family.</p> <p>They prefer to get information via magazines, but won't respond to direct mail communication or cold calling. They are unlikely to have internet access and they only use mobile phone for emergencies or the occasional text.</p> <p>The message needs to be informative, intellectual, friendly and trustworthy, offering a personalised service.</p>
<p><b>Key Words:</b></p>	<p>The map below shows Ralph and Phyllis' dispersal across the borough. They are most likely to live in the areas shown in dark green.</p>

## 9 Priorities for action

Public Health England estimates<sup>19</sup> suggest that current levels of physical activity in Warrington are reducing all-cause mortality amongst local people aged 40-79 by around 62 deaths per year. It is estimated that 25 cases per year of coronary heart disease are being avoided, 11 of breast cancer, seven of colorectal cancer and 424 of diabetes.

If 75% of the population were physically active, it is estimated that around 112 deaths amongst people aged 40-79 would be avoided, in addition to 46 cases of coronary heart disease, 19 cases of breast cancer, 143 of colorectal cancer and 763 cases of diabetes.

The Chief Medical Officer considers that most benefit will come from targeting people who are physically inactive (i.e. doing less than 30 minutes of activity per week). The advice is that the total length of time per week spent in activity is more important than the intensity or type of activity undertaken.

### 9.1 Priority groups

To achieve the Active Warrington Partnership's target for Warrington to become the most active borough in the North West by 2016, the evidence suggests that Warrington's new Physical Activity Strategy should aim to maintain current activity levels amongst men whilst increasing activity levels amongst groups who are inactive, particularly women. To meet the health, social and economic needs of the borough, engagement should be focused on:

- People who do less than 30 minutes of exercise per week, especially:
  - Women, particularly those in female physical activity hotspots
  - People currently in their forties and fifties
  - Men in health hotspot wards with at least three risk factors for cardiovascular disease
  - Smokers in hotspot wards
  - People with excess weight in hotspot wards

### 9.2 Quantifying success

In 2012/13, the Active People Survey recorded that 41.2% of adults in Warrington were physically active (at least once per week). Based on the Active People Survey 2012/13 margins of error, it is estimated that to become the most active North West borough, at a level that is statistically significant, in the 2016 survey Warrington would need to have around a 5 percentage point margin ahead of other high-performing boroughs, such as Trafford.

Using the population projections for 2013 and 2016 quoted at section 4.9, an activity rate of 41.2% in 2012/13 equates to a figure of around 69,340 active adults<sup>20</sup> and an activity rate of 46.2% would require an additional 8,420 active adults. This would mean the engagement in activity once per week of just over one in seven of the 61.3k inactive Warrington residents identified from the ten Sport England segments at section 9.3.

Assuming that the 2012-based population projections remain accurate, an activity rate of 46.2% in 2016 would require an additional 10,170 adults to be active by 2016<sup>21</sup>. It should be noted that this does not allow for any potential increase in Trafford's participation figure once per week in line with Warrington's.

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<sup>19</sup> *Health Impact of Physical Activity*, Public Health England (2014)

<sup>20</sup> Based on a projected population aged 15+ in 2012 of 168,000.

<sup>21</sup> Based on a projected population aged 15+ in 2016 of 172,000.