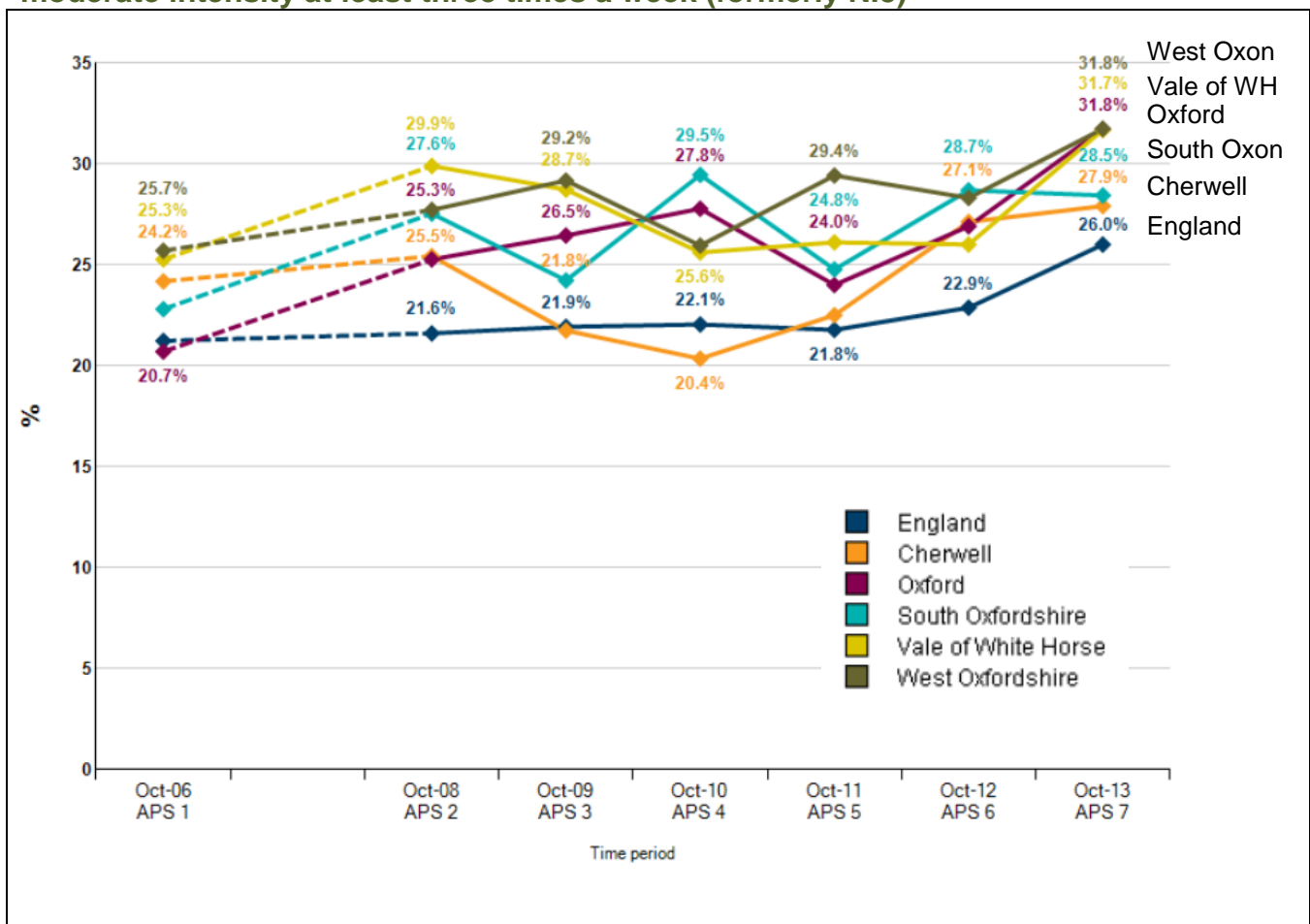


Latest survey shows increasingly active adult population in Oxfordshire

- In November 2013, Sport England launched an interactive tool for extracting and visualising data from the Active People Survey. The tool allows analysis of:
 - who takes part in sport (demographics)
 - how they do so (volunteering, clubs etc.)
 - where (from the national picture down to local authority level).
- The latest year of data from the Active People Survey (wave 7, Oct 2012 to Oct 2013) shows an increase in participation in sport and active recreation in all districts in Oxfordshire other than South Oxfordshire where there appeared to be a slight decline (this is unlikely to be a statistically significant change).
- All districts remain above the England average.

Percentage of people aged 16+ participating in Sport and Active Recreation at moderate intensity at least three times a week (formerly NI8)



Source: Sport England – Active People interactive
 NI8 (formerly part of the national indicator set) is the percentage of the adult population participating in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week). NI8 includes recreational walking and cycling, that is, infrequent cycling (less than once a week) and any walking for the purpose of health and recreation (not just to get from place to place).

Percentage of people aged 16+ participating in Sport and Active Recreation at moderate intensity at least three times a week (formerly NI8)

	2005/06 (APS1)	2007/08 (APS2)	2008/09 (APS3)	2009/10 (APS4)	2010/11 (APS5)	2011/12 (APS6)	2012/13 (APS7)
England	21.30%	21.60%	21.90%	22.10%	21.80%	22.90%	26.00%
Cherwell	24.20%	25.50%	21.80%	20.40%	22.50%	27.10%	27.90%
Oxford	20.70%	25.30%	26.50%	27.80%	24.00%	26.90%	31.80%
South Oxfordshire	22.80%	27.60%	24.20%	29.50%	24.80%	28.70%	28.50%
Vale of White Horse	25.30%	29.90%	28.70%	25.60%	26.10%	26.00%	31.70%
West Oxfordshire	25.70%	27.70%	29.20%	26.00%	29.40%	28.30%	31.80%

Source: Sport England – Active People interactive

NI8 (formerly part of the national indicator set) is the percentage of the adult population participating in sport and active recreation, at moderate intensity, for at least 30 minutes on at least 12 days out of the last 4 weeks (equivalent to 30 minutes on 3 or more days a week). NI8 includes recreational walking and cycling, that is, infrequent cycling (less than once a week) and any walking for the purpose of health and recreation (not just to get from place to place).

- Sport England has also developed modelled estimates of participation for small areas – in this case for middle layer super output areas.
 - Middle Super Output areas (MSOA's) are a geography for the collection and publication of small area statistics. MSOA's have a minimum population of 5,000 and a mean population of 7,200.
- The following maps for each of Oxfordshire's districts are from the Sport England tool.

Note:

- ❖ The data presented in this document is based on 12 months of survey data to show the annual trend. Sport England also publishes this same sport and active recreation indicator (formerly NI8) based on 24 months of data at Local Authority district level. According to the Research team at Sport England, using 12 month data at a local level does provide a robust and accurate sample for reporting.

Finding out more:

- ❖ Active People Survey data and the interactive tool is available from <http://www.sportengland.org/research/who-plays-sport/>
- ❖ Modelled estimates of small area data are available at <http://sae.sportengland.org/>
- ❖ For enquiries about the Active People data email research@sportengland.org
- ❖ Each Active People survey year runs from October to October (i.e. data for APS 7 was collected from October 2012 to October 2013). Interviews take place over the course of the year. Results are released twice a year (in June and December) and always include a full year's worth of data. For example, APS 6 Q2 (mid-year results) released in June 2012 covered data collected from April 2011 to April 2012 i.e. the last two quarters of APS 5 data and the first two quarters of APS 6.
- ❖ The Active People Interactive tool includes full year data for each complete survey wave, and also the most recent data release.

Data note prepared by: Margaret Melling, District Data Analysis Service, mmelling@oxford.gov.uk 07958 239857 as part of the 2014-15 District Data Analysis Service.

On behalf of: Cherwell District Council, Oxford City Council, South Oxfordshire District Council, Vale of White Horse District Council and West Oxfordshire District Council

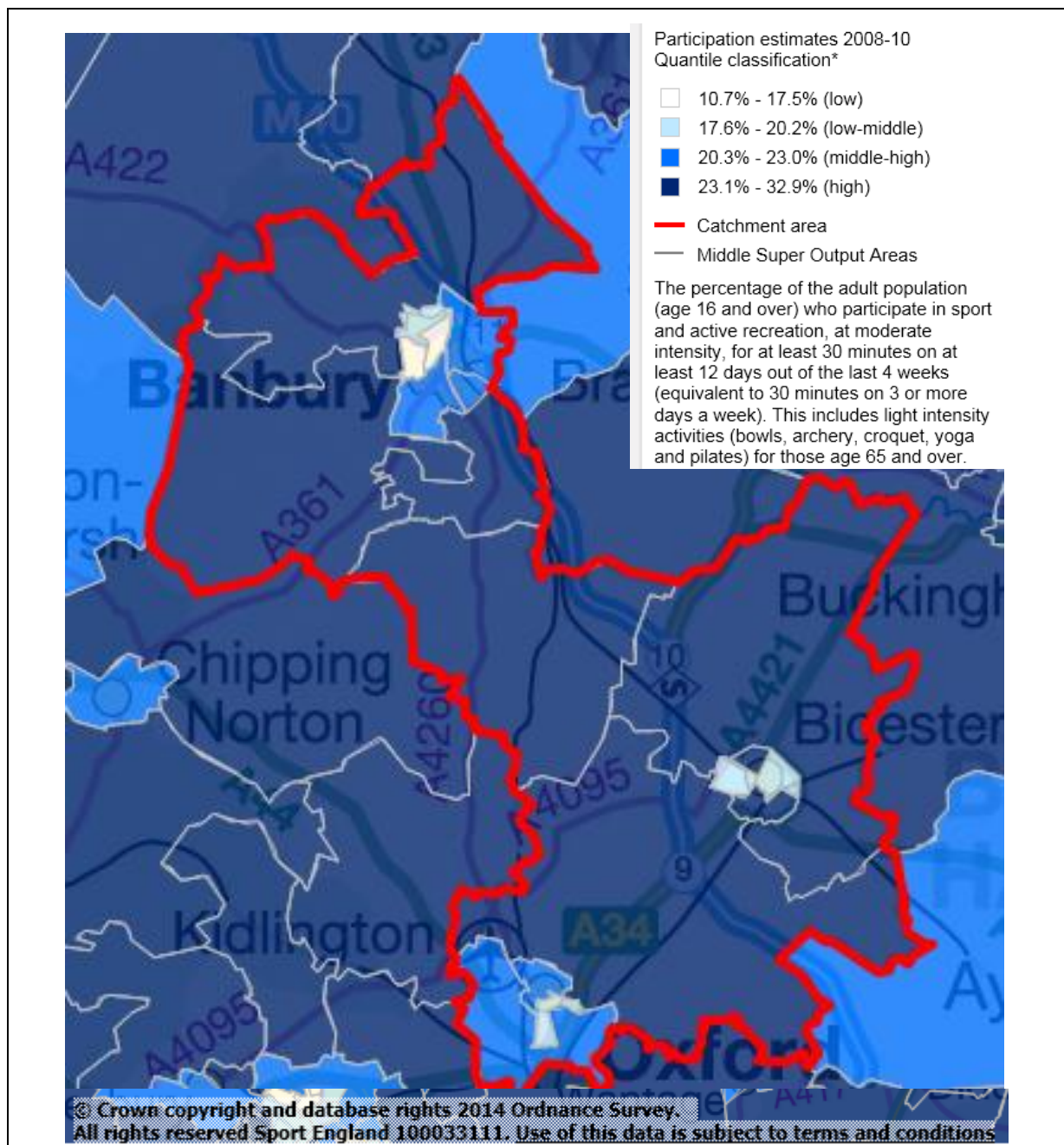
Data notes and briefings from this service are available at www.oxford.gov.uk/districtdataservice



CHERWELL

- Estimates of participation in sport and active recreation show areas of Banbury with low participation rates and areas of Banbury, Bicester and Kidlington with low-middle participation rates.

Sport and active recreation 3x30 (formerly NI8), Active People Survey (2008-10)



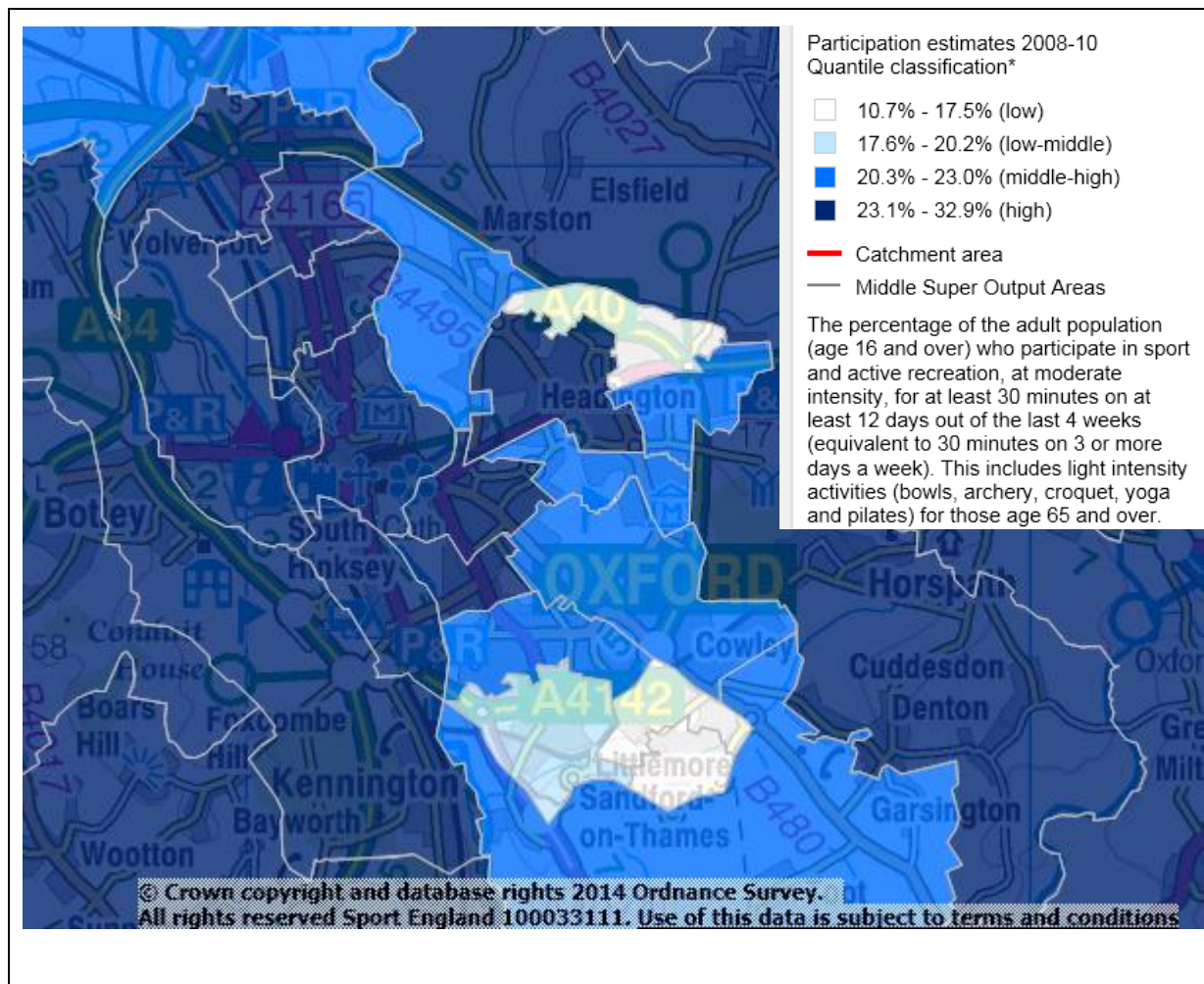
Modelled estimates of participation are based on data from Sport England's Active People Survey 3 (October 2008-October 2009) and Active People Survey 4 (October 2009-October 2010).

MSOA participation estimates are based on modelled or 'synthetic' estimates of participation. Synthetic or modelled estimates combine survey data from Active People with other data sources that are available at the area level (for example, health indicators, socioeconomic status etc) and through a three stage statistical modelling process, provide small area estimates of participation.

OXFORD CITY

- Estimates of participation in sport and active recreation show two areas of Oxford with low participation rates – Barton and the Leys.

Sport and active recreation 3x30 (formerly NI8), Active People Survey (2008-10)



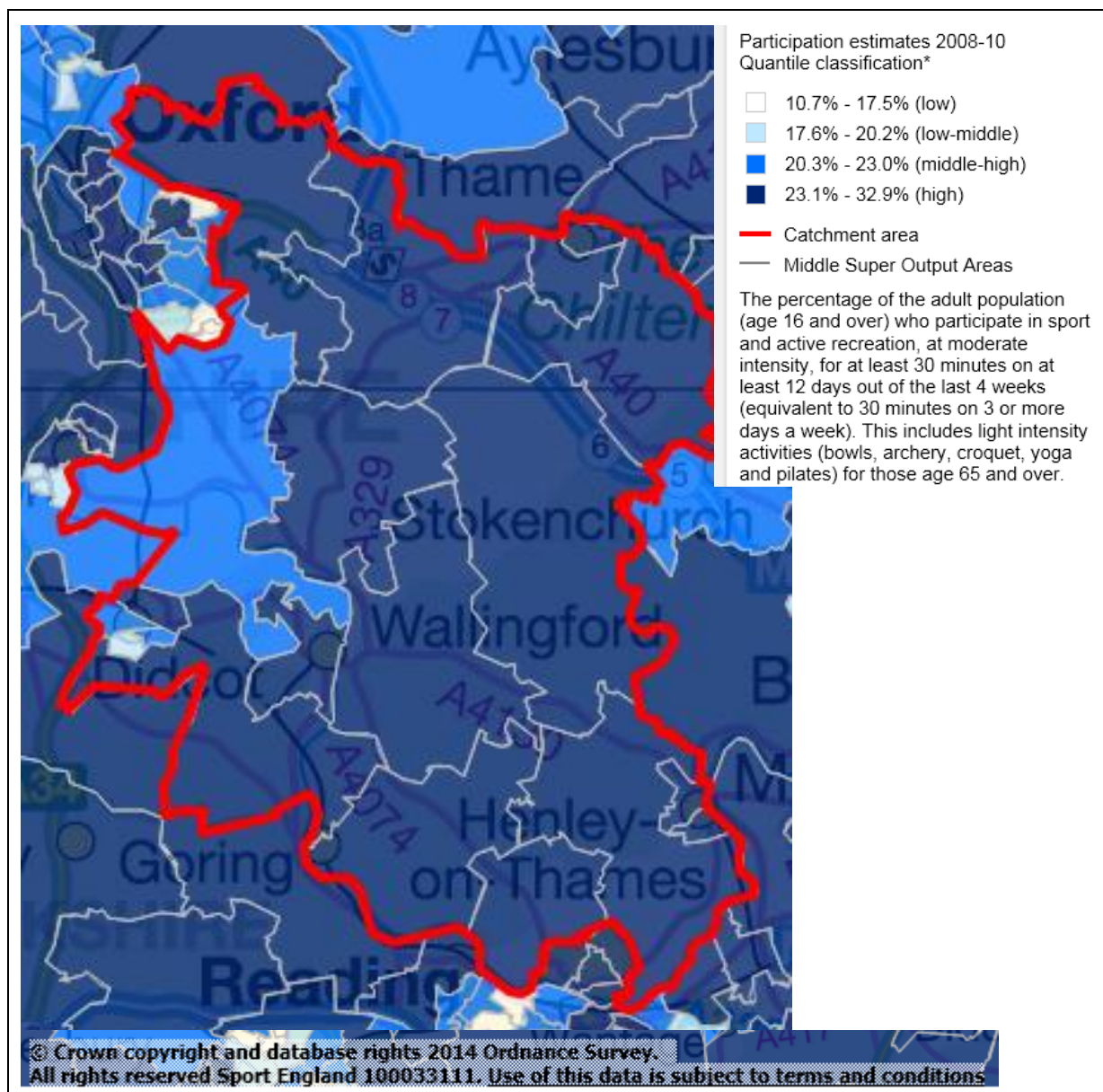
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SOUTH OXFORDSHIRE

- Estimates of participation in sport and active recreation show no areas of South Oxfordshire with low participation rates. Part of Didcot is estimated to have low-middle participation.

Sport and active recreation 3x30 (formerly NI8), Active People Survey (2008-10)



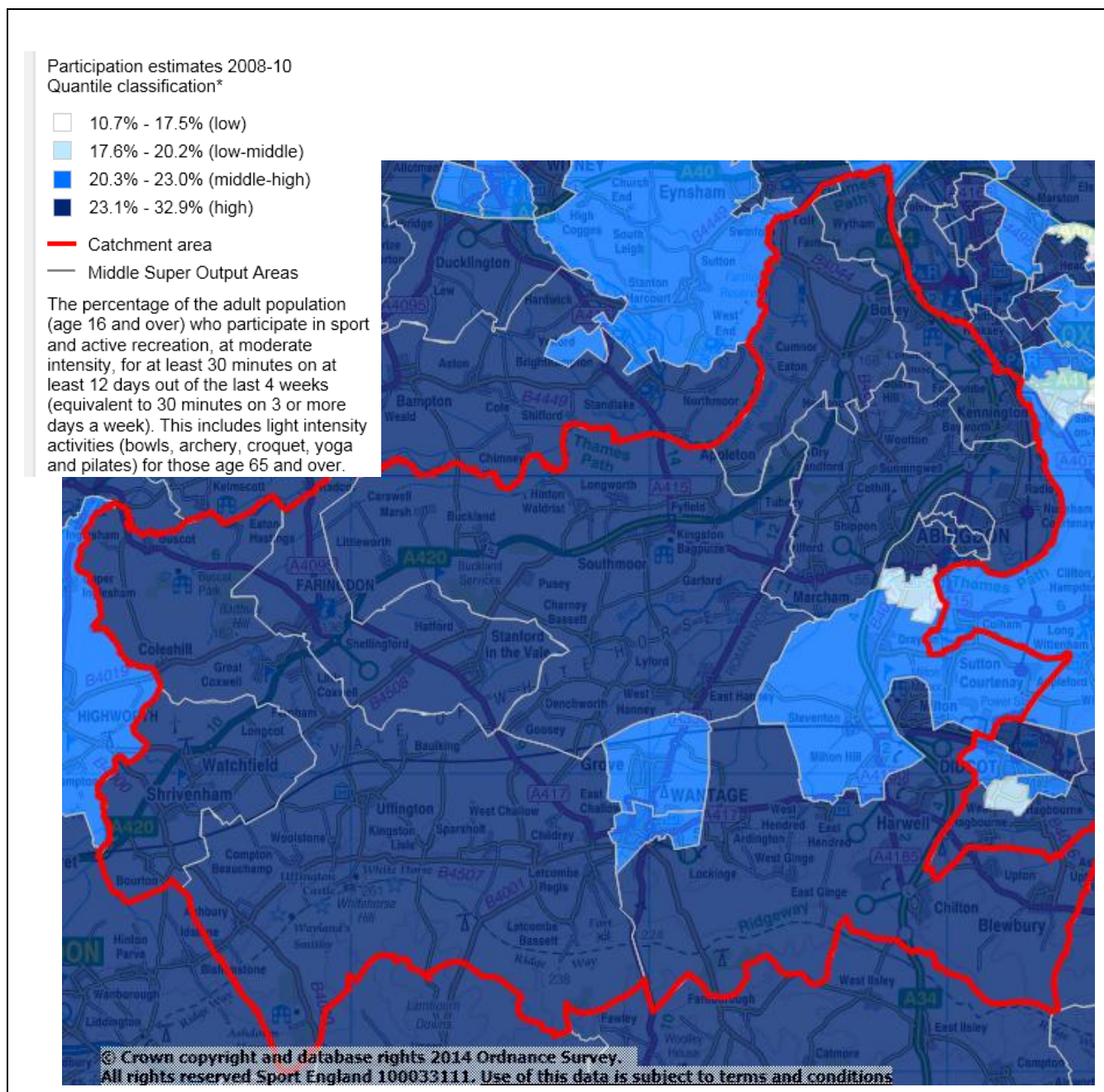
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VALE OF WHITE HORSE

- Estimates of participation in sport and active recreation show no areas of Vale of White Horse with low participation rates. Part of Abingdon (Caldecott) is estimated to have low-middle participation.

Sport and active recreation 3x30 (formerly NI8), Active People Survey (2008-10)



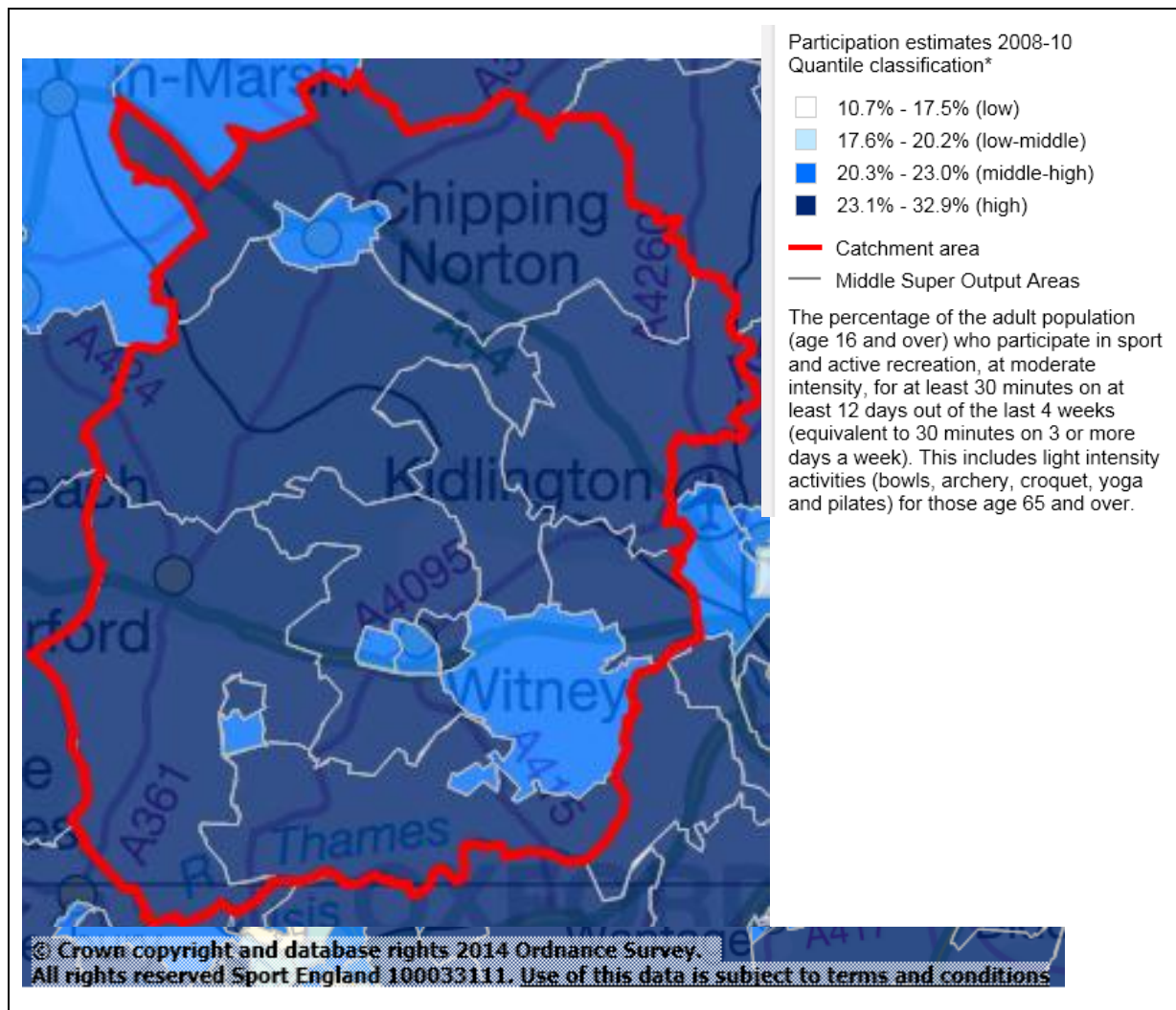
Modelled estimates of participation are based on data from Sport England's Active People Survey 3 (October 2008-October 2009) and Active People Survey 4 (October 2009-October 2010).

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WEST OXFORDSHIRE

- Estimates of participation in sport and active recreation show all areas of West Oxfordshire with middle-high or high participation rates.

Sport and active recreation 3x30 (formerly NI8), Active People Survey (2008-10)



Modelled estimates of participation are based on data from Sport England's Active People Survey 3 (October 2008-October 2009) and Active People Survey 4 (October 2009-October 2010).

MSOA participation estimates are based on modelled or 'synthetic' estimates of participation. Synthetic or modelled estimates combine survey data from Active People with other data sources that are available at the area level (for example, health indicators, socioeconomic status etc) and through a three stage statistical modelling process, provide small area estimates of participation.