

Appendix 2

Obesity levels in adults and children (000s)

Geography	Adult Obesity		Childhood Obesity	
	Number	Rate	Number	Rate
Stockton-on-Tees	46.1	29.8%	0.2	10.5%
North East	580.7	27.8%	2.6	10.2%
England	10,005.6	24.2%	48.6	9.6%

Source: Department of Health: Year: 2006-2008 (Adults) 2008/09 (Children)

Measure: Number of people & proportion of the adult population and child population that are obese

Life expectancy by gender

Geography	Life Expectancy	
	Male	Female
Stockton-on-Tees	76.4	80.9
North East	76.5	80.6
England	77.9	82.0

Source: Department of Health: Year: 2006-2008: Measure: Life expectancy in years

Deprivation levels as measured by the Index of Multiple Deprivation (IMD)

Geography	Deprivation 2007
Score in Stockton-on-Tees	23.80
Rank in North East (out of 12)	10
Rank in England (out of 353)	90

Source: Department for Communities and Local Government Year: 2007

Measure: Index of multiple deprivation and rank in region and nation

[For more information click here](#)

Health costs of sporting inactivity

Geography	The Health Costs of Sporting Inactivity	
	Cost	Cost per 100,000 pop
Stockton-on-Tees	£2,106,130	£1,418,747
North East	£40,380,660	£1,961,845
England	£764,661,980	£1,898,293

Source: Department of Health - Be Active Be Healthy, Year: 2006/7, Measure: Cost of sporting inactivity

Market segmentation

Code	Name	Description	Stockton-on-Tees		North East		England	
			Number	Rate	Number	Rate	Number	Rate
A01	Ben	Competitive Male Urbanites	5.1	3.5%	58.6	2.9%	1,989.1	4.9%
A02	Jamie	Sports Team Drinkers	7.5	5.0%	122.4	6.0%	2,162.9	5.4%
A03	Chloe	Fitness Class Friends	4.2	2.8%	45.3	2.2%	1,896.5	4.7%
A04	Leanne	Supportive Singles	5.7	3.8%	90.1	4.4%	1,711.6	4.3%
B05	Helena	Career Focused Females	3.0	2.1%	46.7	2.3%	1,829.8	4.5%
B06	Tim	Settling Down Males	10.3	7.0%	104.4	5.1%	3,554.0	8.8%
B07	Alison	Stay at Home Mums	7.8	5.3%	68.2	3.4%	1,766.4	4.4%
B08	Jackie	Middle England Mums	10.2	6.9%	133.0	6.6%	1,965.0	4.9%
B09	Kev	Pub League Team Mates	10.8	7.3%	174.9	8.6%	2,386.6	5.9%
B10	Paula	Stretched Single Mums	8.3	5.6%	115.8	5.7%	1,507.3	3.7%
C11	Philip	Comfortable Mid-Life Males	12.8	8.6%	157.3	7.7%	3,480.0	8.6%
C12	Elaine	Empty Nest Career Ladies	7.1	4.8%	91.9	4.5%	2,443.9	6.1%
C13	Roger & Joy	Early Retirement Couples	9.7	6.6%	111.7	5.5%	2,723.7	6.8%
C14	Brenda	Older Working Women	9.2	6.2%	157.0	7.7%	1,976.8	4.9%
C15	Terry	Local 'Old Boys'	7.4	5.0%	122.1	6.0%	1,484.5	3.7%
C16	Norma	Later Life Ladies	4.3	2.9%	68.5	3.4%	855.0	2.1%
D17	Ralph & Phyllis	Comfortable Retired Couples	3.3	2.3%	45.9	2.3%	1,700.2	4.2%
D18	Frank	Twilight Year Gents	7.1	4.8%	100.5	5.0%	1,612.9	4.0%
D19	Elsie & Arnold	Retirement Home Singles	14.1	9.6%	215.5	10.6%	3,206.3	8.0%
Total			148.1	100.0%	2,029.7	100.0%	40,252.4	100.0%

Source: Sport England and Experian Ltd, Year: 2010, Measure: Sport Market Segmentation

Key Performance Indicators (KPI)

Indicator	Stockton-on-Tees			North East			England		
	2005/06	2007/08	2008/09	2005/06	2007/08	2008/09	2005/06	2007/08	2008/09
KPI2 - Volunteering at least one hour a week	4.0%	6.0%	3.1%	4.2%	5.0%	4.2%	4.7%	4.9%	4.7%
KPI3 - Club Membership in the last 4 weeks	25.8%	25.5%	20.6%	23.0%	22.8%	21.5%	25.1%	24.7%	24.1%
KPI4 - Received tuition / coaching in last 12 mths	16.0%	16.7%	14.9%	15.7%	15.8%	14.6%	18.0%	18.1%	17.5%
KPI5 - Took part in organised competition in last 12 months	16.0%	12.3%	11.2%	13.0%	13.3%	12.4%	15.0%	14.6%	14.4%
KPI6 - Satisfaction with local provision	71.0%	72.1%	69.9%	70.4%	68.4%	70.1%	69.5%	66.6%	68.4%

Source: Active People Survey , Year: 2005/06-2008/09, Measure: Key Performance Indicators 2, 3, 4, 5, 6

Participation Profile

General

The sources used for information at the national level are: Active People Survey (2005/06) and ONS mid population 2005 estimates; Active People Survey 2, months 1-6 (fieldwork period mid Oct 2007 – mid April 2008); Active People Survey 1, months 1-6 (fieldwork period mid Oct 2005- mid April 2006); Active People Survey 2, months 1-6 (fieldwork period mid Oct 2007- mid April 2008); Sheffield Hallam: The growth potential of different sport and recreational activities (2007) unpublished DCMS Taking Part Young People's Survey 11-15 year olds (2006/07), taking part at least once outside of school in the last four weeks.

The Socio economic class data used is defined below:

NS-SEC: 1. Higher managerial and professional occupations, 2. Lower managerial and professional occupations, 3. Intermediate occupations, 4. Small employers and own account workers, 5. Lower supervisory and technical occupations, 6. Semi-routine occupations, 7. Routine occupations, 8. Never worked and long-term unemployed, 9. Full time students and Occupations not stated or inadequately described.

National

Football

- 2.9 million participants (7.1%)
- 2.65 million male participants. 260,000 female participants
- 400,000 participants from black and ethnic minority communities
- 1.9 million in employment, 700,000 students and 200,000 unemployed
- 420,000 with a household income of less than £15,559, 530,000 with a household income of more than £52,000
- 1.7 million participants with children, 1.2 million participants without children
- 1.2 million NS SEC2 1-4 (ABC1), 1 million NS SEC 5-8 (C2DE), 700,000 not classified
- 120,000 with limiting disability or illness
- 1.46 million people state that football (indoor and outdoor) is the one sport they would like to play more often. This represents 3.5% of the total adult population, or 6.6% of those that would like to play sport more often.
- Football is predicted to grow by 0.6 percent from 5.7% to 6.3% between 2005 and 2013. This represents an 11% change.
- Participation in outdoor football increased significantly between APS1 months 1-6 and APS2 months 1-6.5 Outdoor football participation increased by 5.06% to 5.42%, a rise of 0.36 percent. This represents a change from 2.06 million participants to 2.28 million participants, a rise of 169,000.
- Male participation has risen from 9.57% to 10.14%, a rise of 0.57 percent. This represents a change from 1.89 million to 2.02 million, a rise of 135,000. Female participation rose from 0.8% to 1%, a rise of 0.2 percent, or 21%. This represents a change from 165,000 to 200,000, 35,000 additional female participants.
- There were no significant increases in indoor football.
- 1.47 million young people aged 11-15 participating in football regularly.

Cricket in summary

- 380,000 participants (overall adult participation rate of 0.9%)
- 342,000 male participants, 38,000 female participants
- 76,000 participants from ethnic minorities
- 258,000 in employment, 91,000 students, 15,000 unemployed
- 38,000 participants with household income less than £15,559, and 160,000 with household income more than £52,000
- 160,000 participants with children
- 182,000 NS SEC2 1-4 (ABC1), 103,000 5-8 (C2DE)
- 66,000 from the South East, 44,000 from the North West, 40,000 from the East, 31,000 from the East Midlands, 41,000 from the South West, 39,000 from the West Midlands, 40,000 from London, 15,000 from the North East, and 45,000 from Yorkshire.
- 247,000 people state that cricket is the one sport they would like to play more often. This represents 0.6% of the total adult population, or 1.1% of those that would like to play sport more often.
- In Active People Survey 1, months 1-6, participation in cricket was 0.48%, in Active People Survey 2, months 1-6 participation in cricket was 0.56%. This is a rise of 0.08 percent, an 18% change. It represents an increase from 194,000 participants to 230,000, an additional 36,000 participants.
- Female participation has risen from 0.14% to 0.19%, a rise of 0.05 percent. This represents a change from 16,000 to 29,000 participants, 13,000 additional female participants.
- Cricket is predicted to decline by 0.3 percent from 0.7% to 0.4% between 2005 and 2013. This represents a 43% change.
- 440,000 young people aged 11-15 participate in cricket regularly.

Rugby Union

- 268,000 participants (0.7%).
- 255,000 male participants and 13,000 female participants.
- 16,000 participants from black and minority ethnic communities.
- 8,000 participants with limiting disability or illness.
- 96,000 participants with children, 172,000 participants without children.
- 19,000 with a household income of less than £15,559, 115,000 with a household income of more than £52,000.
- 166,000 in employment, 88,000 students and 13,000 unemployed.
- 110,000 NS SEC2 1-4, 70,000 NS SEC 5-8, 88,000 not classified.

- 27,000 without a car or van in the household.
- 0.4%, 179,000 adults state that rugby union is the one sport they would like to do more often. This represents 0.8% of the 54% of adults who would like to do more sport and active recreation.
- Rugby union is predicted to grow by 0.1 percent from 0.6% to 0.7% between 2005 and 2013. This represents a 17% change.
- In Active People Survey 1 (Months 1-6) participation in rugby union was 0.75%, in Active People Survey 2 (Months 1-6) participation in rugby union was 0.85%. This is a rise of 0.1 percent, and 15% change. It represents an increase from 306,000 to 351,000, 46,000 new participants. Male participation in rugby union also increased by 0.2 per cent from 1.47% to 1.62%, increasing participation from 291,000 to 334,000, a rise of 24,000, or a 14% rise.
- 151,000 (4.7%) young people aged 11-15 participating in rugby union regularly.

Hockey

- 141,000 participants.
- 79,000 male participants and 63,000 female participants.
- 8,000 participants from ethnic minorities.
- 76,000 participants in employment, 5,000 unemployed, 57,000 students.
- 11,400 participants have a household income under £15,559.
- 25,000 participants are categorised in groups NS-SEC 35-8 (C2DE), 59,000 are from NS SEC 1-4 (ABC1).
- There are 6,000 participants in the North East, 14,000 in the North West, 12,000 in Yorkshire, 15,100 in the West Midlands, 16,000 in the East Midlands, 16,100 in the East, 21,000 in the South West, 29,000 in the South East and 16,000 in London.
- 0.25% of all adults, (100,000 adults) would like to play hockey or play more often. This represents the equivalent of over half of the people currently playing hockey.
- Participation in hockey is predicted to remain stable at 0.3% between 2005 and 2013.
- Between Active People Survey 1 (months 1-6) and Active People Survey 2 (months 1-6) overall participation has not significantly changed. However male participation has fallen from 0.56% to 0.45%, a fall of 0.08 percent. This represents a change from 107,000 to 92,000, 15,000 less male participants.
- 95,000, (3%) of young people aged 11-15 participating in hockey regularly

Bowls

- 424,000 (1%) participants.
- 250,000 male participants and 174,000 female participants.
- 7,000 participants from ethnic minorities.
- 82,000 participants in employment 6,000 unemployed and 322,000 economically inactive.
- 148,000 participants have a household income under £15,559, 150,000 over £52,000.
- 152,000 participants are categorised in groups NS-SEC 25-8 (C2DE).
- There are 23,000 participants in the North East, 55,000 in the North West, 37,000 in Yorkshire, 34,000 in the West Midlands, 49,000 in the East Midlands, 71,000 in the East, 50,000 in the South West, 72,000 in the South East and 30,000 in London.
- 0.2%, 88,000 adults state that bowls is the one sport they would like to participate in more often.
- There was no overall significant change in participation in bowls between Active People Survey one (months 1-6) and Active People Survey two (months 1-6). However female participation in bowls (outdoor) did significantly increase from 0.6% to 0.7%. This is a rise of 0.14 percent or a 20% change. Participation changed from 123,000 to 152,000, an increase of 29,000.

Netball

- 164,000 participants (0.4%).
- 6,500 male participants and 157,000 female participants.
- 16,000 participants from black and minority ethnic communities
- 4,900 participants with limiting disability or illness.
- 75,000 participants with children, 88,000 participants without children.
- 18,000 with a household income of less than £15,559, 70,000 with a household income of more than £52,000.
- 93,000 in employment, 59,000 students and 4,900 unemployed.
- 69,000 NS SEC2 1-4, 36,000 NS SEC 5-8, 59,000 not classified.
- 16,000 without a car or van in the household.
- 0.5%, 207,000 adults state that netball is the one sport they would like to do more often. This represents 0.9% of the 54% of adults who would like to do more sport and active recreation.
- The participation rate in netball is predicted to decline by 0.1 percent from 0.4% to 0.3% between 2005 and 2013. This represents a 25% change.
- There has been no significant changes in participation between Active People

- Survey 1 months 1-6 and Active People Survey 2 months 1-6.
- 171,000 (5.4%) of young people aged 11-15 participating in netball regularly.

Tennis

- 874,000 (2.1%) participants
- 376,000 female participants and 498,000 male participants
- Within each age group:
 - o 184,000 participants are aged 16-19
 - o 96,000 aged 20-24
 - o 61,000 aged 25-29
 - o 79,000 participants aged 30-34
 - o 184,000 aged 35-44
 - o 201,000 participants in tennis are aged 45-64
 - o 70,000 aged 65 plus.
- 795,000 people participating in tennis are white and 79,000 are from non-white communities
- 35,000 participants in tennis have a limiting illness or disability
- 323,000 participants have children
- 559,000 in employment, 175,000 are students, 70,000 retired and 35,000 unemployed
- 516,000 tennis participants are from socio-economic group 2 NS-SEC 1-4 (ABC1) and 175,000 are from NS-SEC group 5-8 (C2DE).
- Tennis is the one sport that 2.4% of all adults, 971,000 adults would like to participate in more often. This represents 4.4% of all those that would like to do more sport and active recreation.
- Between Active People Survey 1 months 1-6 and Active People Survey 2 months 1-6, tennis participation has increased from 3.62% to 3.77%, an increase of 0.15 percentage points or a 9% increase in participants. This increase represents 57,000 participants from 629,000 to 686,000.
- Tennis participation is predicted to remain stable between 2005 and 2013 at 2%.
- 381,000 (11.9%) young people aged 11-15 participating in tennis regularly.