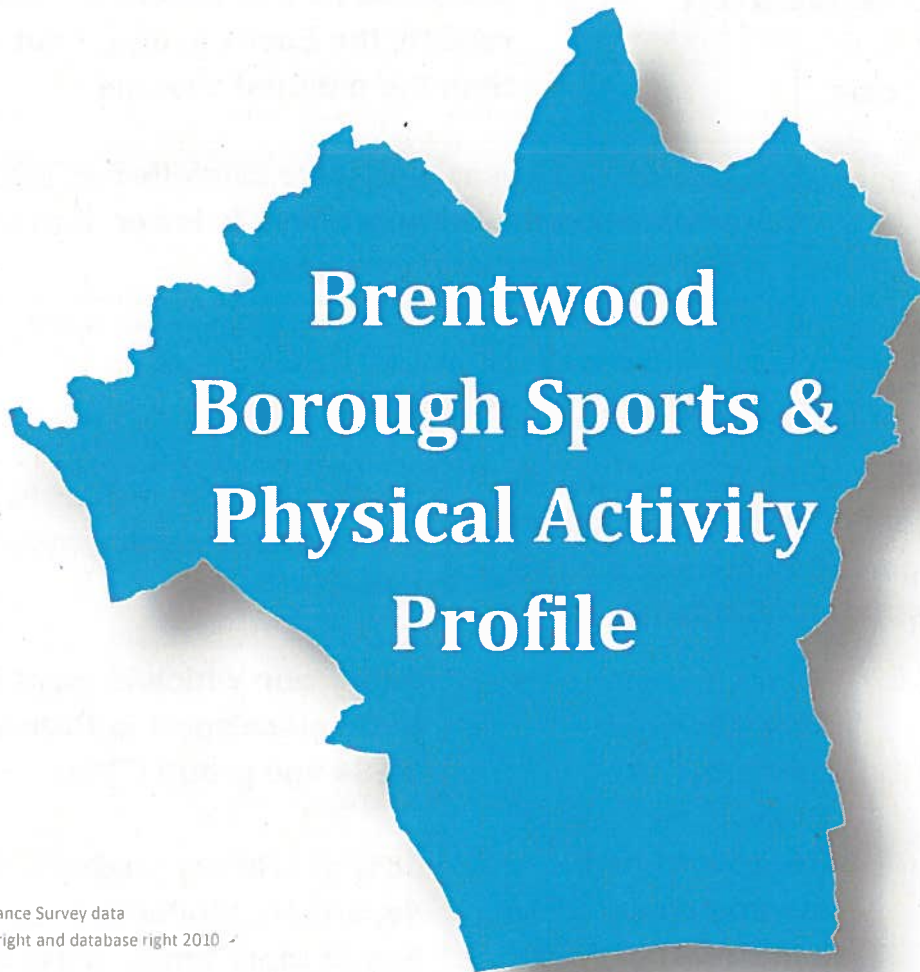
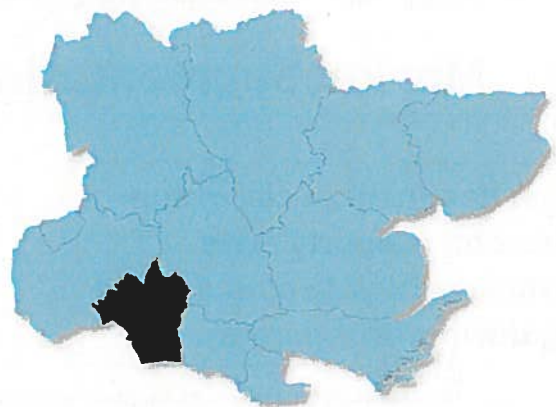


# Essex Sport & Physical Activity Profiles

a product of the Essex Joint Strategic Needs Assessment (JSNA)



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# Summary/Key Findings

## Population & Health

The total direct health costs of physical inactivity in Brentwood was £1,400,234.

67% of adults in Brentwood borough are classified as overweight or obese. This reflects the Essex average but is higher than the national average.

28% of 10-11 year olds were classified as overweight or obese in the borough. This is lower than both the Essex and National average.

## Sport & Physical Activity Participation

In 2012/13 42.5% of Brentwood borough adults (16+) participated in sport at least once a week - this is higher than Essex and England.

57.5% of adults in Brentwood do not regularly participate in any sport.

60% of females and 50% of males in Brentwood want to do more sport; however, adults 55 and over are less likely to want to do more sport.

Only 15.9% of adults in Brentwood achieve the government recommended 150 minutes of physical activity a week

The group which is most likely to want to do more sport in Brentwood is the 26-34 age group (73%).

36% of primary students in and 23% of secondary students have exercised five or more times in the last week.

## Market Segmentation

Swimming and gym are the most popular sports in Brentwood.

The most dominant social group in Brentwood is sporty male professionals, buying a house and settling down with a partner.

Brentwood has a North/ South divide; in the North retired couples, enjoying active and comfortable lifestyles, are the most common social group.

## Economic Activity

The total direct economic value of sport in Brentwood is £20.9 million.

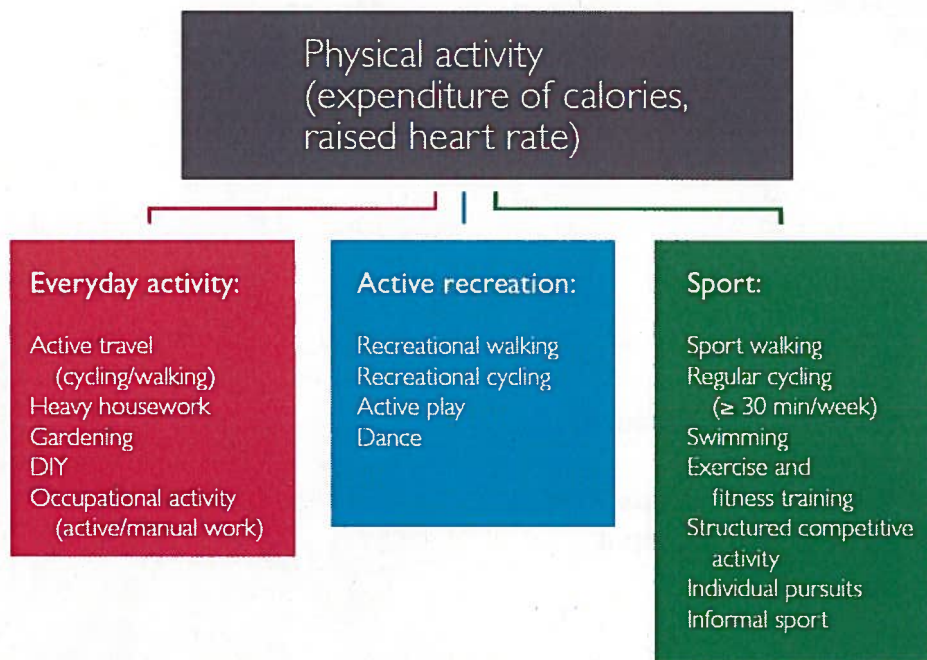
The total number of sporting jobs is 637

# Introduction

Sport and physical activity can generate a variety of benefits to the population of Essex. There is now widespread recognition that sport and/or physical activity can have positive impacts on physical and mental health and quality of life as well as economic, social and cultural benefits.

The Chief Medical Office current description of physical activity is:

“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.”





# Population

## Estimated & Projected population by Essex local authority by selected age bands (1,000s)

Local Authority	2014			2035			2014	2035	%
	0-19	20-64	65+	0-19	20-64	65+	% 65+	% 65+	change
Brentwood	16.9	42.6	15.4	19.8	46.1	22.5	20.5%	25.5%	5.0%
Essex	331.0	808.3	286.7	371.9	845.5	443.0	20.1%	26.7%	6.6%

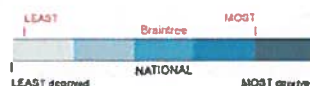
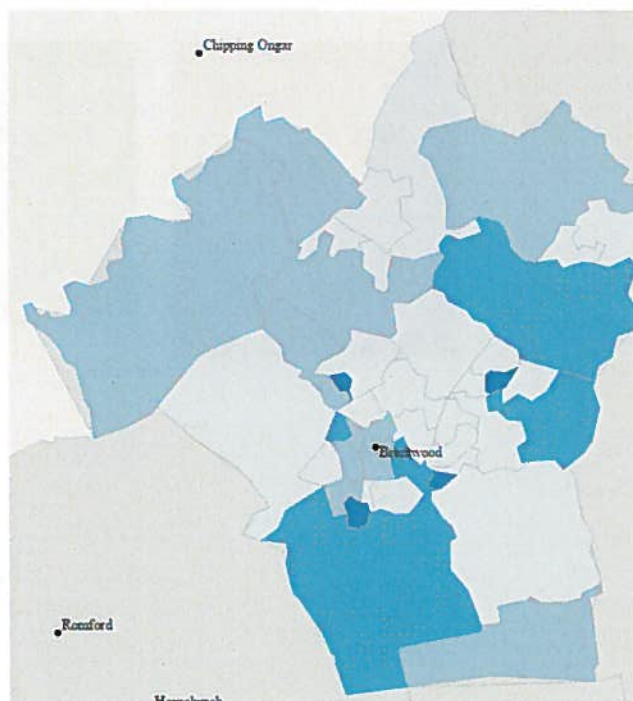
The Brentwood borough population is projected to increase from 74,900 people to 88,400 people by 2035. The proportion of people who are aged 65 and over is expected to increase from 21% of the districts population to over a quarter (26%) by 2035, which represents a 5% increase, the third lowest increase of all the Essex districts.

### Geography

### Deprivation 2010

Score in Brentwood	9.62
Rank in East of England (out of 56)	46
Rank in England (out of 353)	320

The map shows differences in deprivation levels in this area based on national quintiles (fifths) of the Index of Multiple Deprivation 2010 by Lower Super Output Area.



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# Health

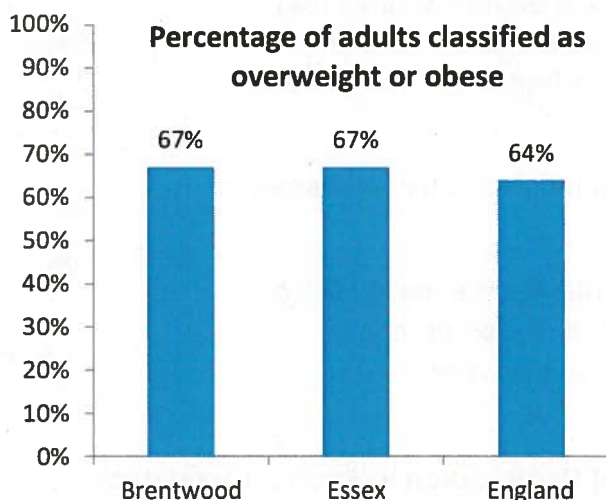
Physical inactivity is the fourth leading cause of global mortality, and many of the leading causes of ill health in today's society.

The overall health of people in Brentwood is generally positive when compared with the England average.

**Life expectancy** for men in Brentwood is 81.4 years, which is higher than the England average (79.2) and life expectancy for women is 84.4 years, which is also higher than the England average (83).

**67% of adults in Brentwood district are classified as overweight or obese. This reflects the Essex average but is higher than the national average.**

**28% of 10-11 year olds were classified as overweight or obese in the district. This is lower than both the Essex and National average (31% and 33% respectively).**



## Cost of physical inactivity

Sports England commissioned the British heart Foundation Health Promotion Research Group at Oxford University to prepare estimates of the primary and secondary care costs attributable to physical inactivity for Primary Care Trusts (PCT) across England for 2009/10.

The study found that the total health cost of physical inactivity in Brentwood was £1,400,234. These figures only take into consideration the direct costs of the diseases therefore the potential healthcare costs associated with physical inactivity could be considerably higher.

	Brentwood	Essex	England
<b>Cancer lower GI e.g. bowel cancer</b>	£60,112	£1,416,541	£67,816,189
<b>Breast Cancer</b>	£67,834	£1,603,952	£60,357,887
<b>Diabetes</b>	£215,781	£4,616,482	£190,660,420
<b>Coronary heart disease</b>	£899,633	£17,614,460	£491,095,943
<b>Cerebrovascular disease e.g. stroke</b>	£156,874	£2,682,120	£134,359,285
<b>Total Cost</b>	<b>£1,400,234</b>	<b>£27,933,555</b>	<b>£944,289,723</b>

# Sport & Physical Activity Participation

Physical activity can contribute significantly to people's general physical health and wellbeing, reducing the risk of premature death from heart attacks, stroke and diabetes and improves mental health, reduces the risk of falls and protecting people from becoming overweight and obese.

## Adults

According to the Active People Survey 7 (APS7), in 2012/13 42.5% of Brentwood district adults (16+) participated in sport at least once a week, this is higher than Essex and England.

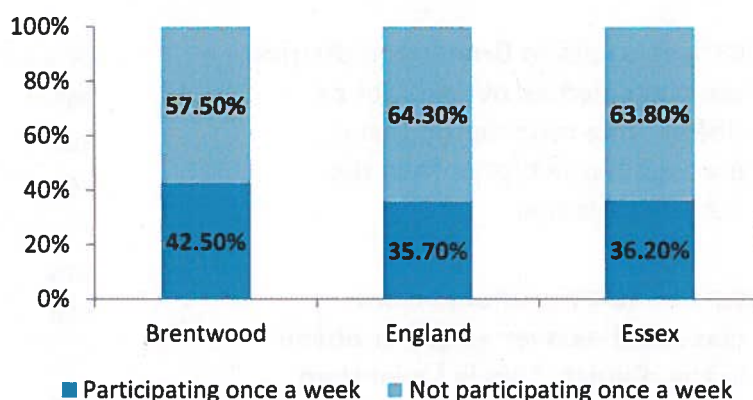
This has increased by 1.7% since 2005/6.

However, this means that 57.5% of adults in Brentwood do not participate in any sport.

Adult (16+) Participation in Sport (at least once a week), by demographic breakdown

	Brentwood	Essex	England
All	42.5%	36.2%	35.7%
Male	44.9%	40.7%	40.9%
Female	40.4%	32.0%	30.7%
White	41.8%	36.4%	35.6%
Non-White	*	36.2%	36.3%
Limiting Disability	*	21.0%	18.5%
No Limiting Disability	45.3%	39.3%	39.2%
16-25	*	56.3%	53.7%
26-34	*	44.8%	45.0%
35-54	44.2%	37.6%	37.7%
55+	24.9%	24.9%	21.3%
NS SEC 1-2	47.2%	42.2%	42.1%
NS SEC 3	*	35.0%	34.7%
NS SEC 4	*	33.5%	33.6%
NS SEC 5-8	*	29.6%	28.7%

Adult (16+) Participation in sport at least once a week



Females in Brentwood are less physically active than males. This is in line with the county and national trend, although the *active* proportions are higher than the Essex and national average.

Participation rates in Brentwood, Essex & England decrease with increasing age – this is especially noticeable with the 55+ age group.

Adults in Brentwood with an upper social grade of NS-SEC 1-2 showed a greater propensity to participate in sport at least once a week than the county or national average.

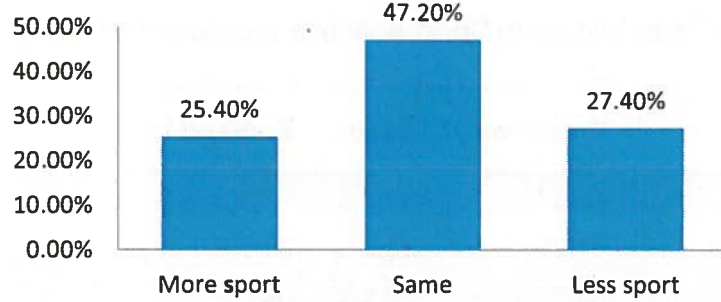
Compared to Essex and England, the number of people who participate in sport in Brentwood at least once a week for each demographic breakdown is equal to or higher than both the county and national average.



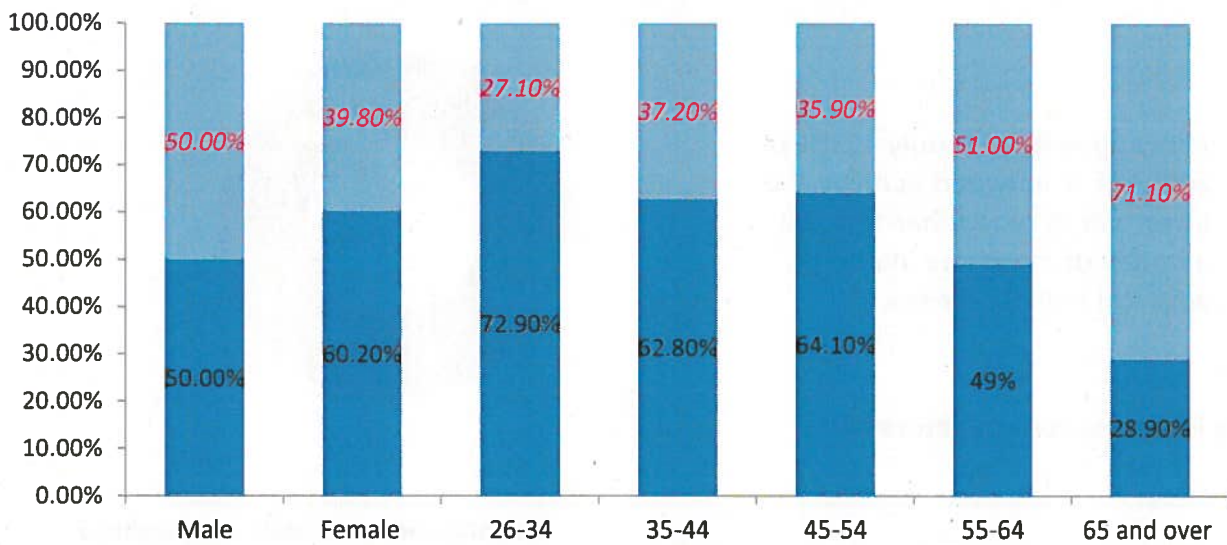
Nearly half of sport participants in Brentwood have participated in the same level of sport in the last 12 months and 25% have participated in more sport in the last 12 months.

However, 27% have participated in less sport and therefore this group needs to be targeted.

Changes in sport participation levels in the last 12 months



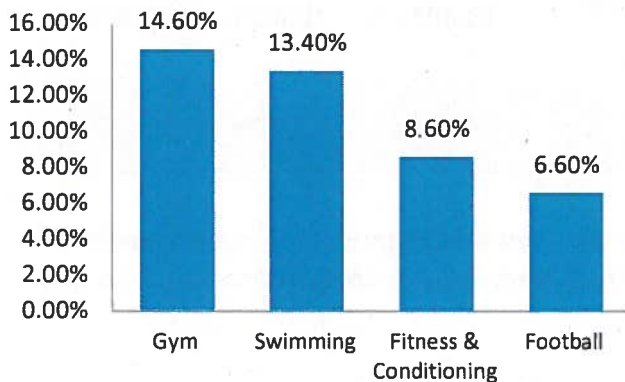
Number of adults wanting to do more sport



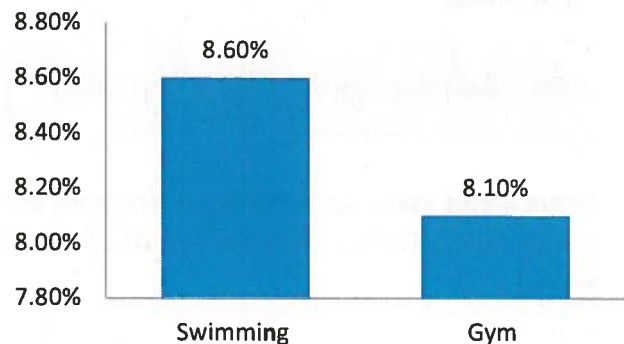
60% of females and 50% of males in Brentwood want to do more sport; however, adults 55 and over are less likely to want to do more sport.

The group which is most likely to want to do more sport in Brentwood is the 26-34 age group (73%).

Participation in top 4 sports in Brentwood



Specific sports that adults want to do most



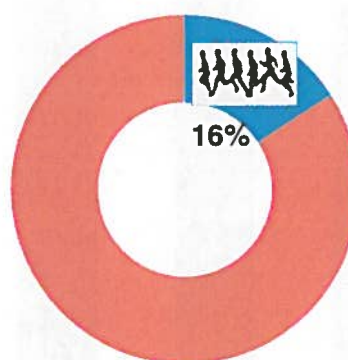
In addition to the weekly measure, you can also examine the levels people take part in sport and active recreation, which also includes recreational walking & cycling. The UK Chief Medical Office recommends that adults should achieve at least 150 minutes of at least moderate intensity physical activity a week.

### Adult (16+) Participation in Sport & Active recreation 2011/13

	Brentwood	Essex	England
0x30mins	39.3%	46.7%	47%
1-2x30mins	31.2%	29.2%	28.3%
3x30mins	29.5%	24.1%	24.7%
5x30mins	15.9%	13.6%	13.8%

Brentwood has a slightly higher overall level of sport and recreation activity when compared to both the whole of Essex and England.

This suggests that only 15.9% of adults in Brentwood achieve the government recommended 150 minutes of moderate intensity physical activity a week



### Key Performance Indicators (KPI)

	Brentwood	Essex	England
KPI2 - Proportion of the Adult Population volunteering at least one hour a week	7.50%	7.90%	6.00%
KPI3 - Club Membership in the last 4 weeks	28.60%	25.10%	21.00%
KPI4 - Received tuition / coaching in last 12 months	24.20%	18.20%	15.80%
KPI5 - Took part in organised competition in last 12 months	18.40%	15.40%	11.20%
KPI6 - Satisfaction with local provision	67.70%	62.90%	60.30%

Brentwood scores higher than England across all KPIs and higher than Essex across all but one KPI, (KPI 2 - Proportion of the Adult Population volunteering at least one hour a week).

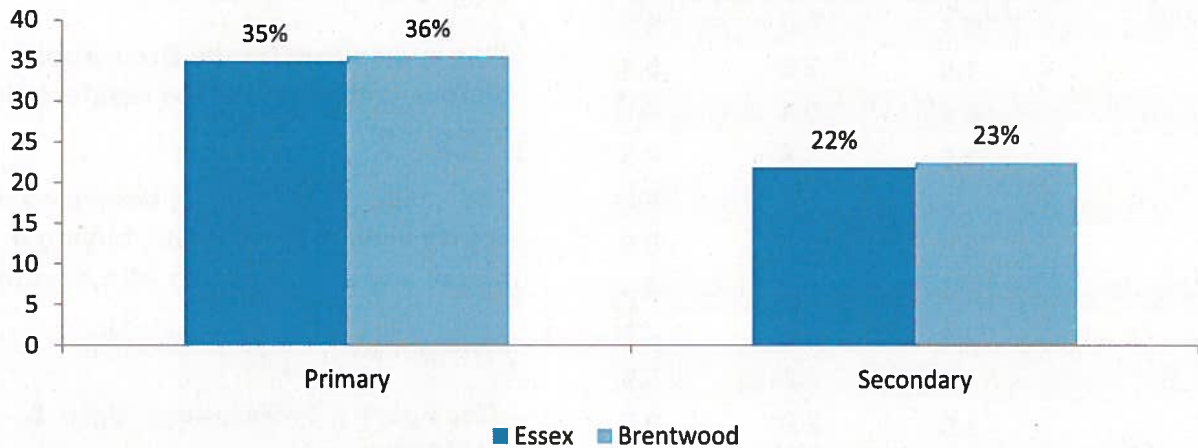


## Children and Young People

Physical activity is extremely important for young people and children as it has an impact on education and academic attainment.

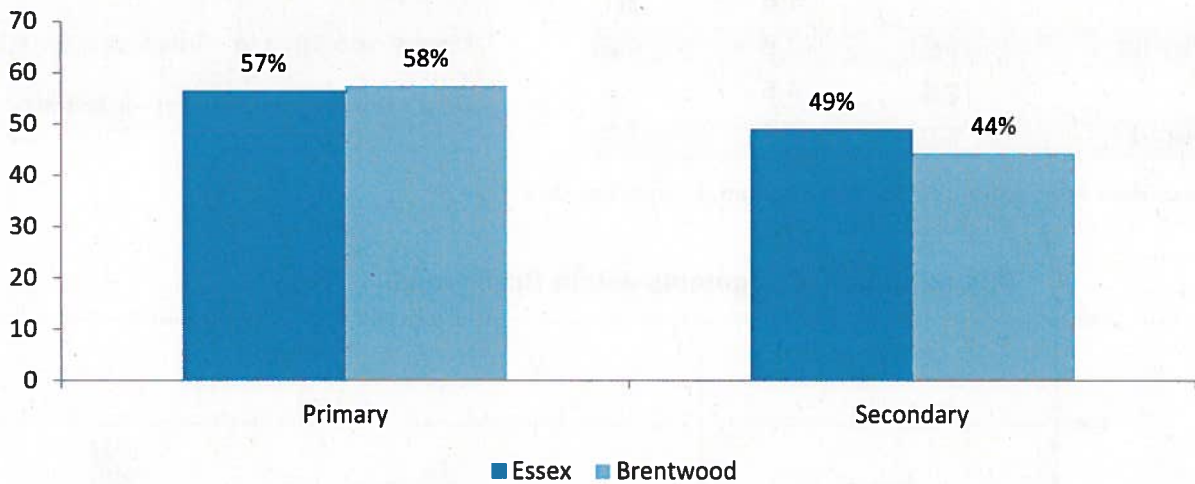
The government recommends that Children and young people from the ages 5 – 18 engage in moderate to vigorous intensity physical activity for between at least 60 minutes and up to several hours a day.

**Percentage of students saying they exercised 5+ times in the last week**



**In Brentwood, 36% of primary students in and 23% of secondary students have exercised five or more times in the last week.**

**Percentage of students who usually walk to school**



**58% of primary pupils and 44.4% of secondary pupils in Brentwood say they usually walk to school.**

# Market Segmentation

Sport England's market segmentation has been designed to help understand the life stages and attitudes of different population groups –and the sporting interventions most likely to engage them.

The market segmentation data builds on the results of Sport England's Active People survey; the Department of Culture, Media and Sport's Taking Part survey; and the Mosaic tool from Experian. It presents a picture of the dominant social groups in each area, and puts people's sporting behaviour in the context of complex lives.

Segment	Brentwood (%)	Essex (%)	England (%)
Ben	8.1	5.3	4.9
Jamie	1.9	3.5	5.4
Chloe	8.6	5.4	4.7
Leanne	1.5	2.9	4.3
Helena	7	5.1	4.5
Tim	13.5	10.7	8.8
Alison	6.4	5.5	4.4
Jackie	2.8	4.8	4.9
Kev	2	3.9	5.9
Paula	1.5	2.9	3.7
Philip	9.2	9.6	8.6
Elaine	8.5	6.9	6.1
Roger & Joy	7	8.6	6.8
Brenda	1.5	3.1	4.9
Terry	1.3	2.8	3.7
Norma	1	1.6	2.1
Ralph & Phyllis	9.9	4.8	4.2
Frank	2.5	4.5	4
Elsie & Arnold	5.9	8.3	8

**In England and Essex the most dominant social group is 'Tim'**

**This is also true for the Brentwood district, with 13.5% of the residents in this group.**

**The social group 'Tim' is described as sporty male professionals, buying a house and settling down with a partner.**

## About Tim

**Top Sports – Cycling, Keep fit/gym & Swimming**

**Motivations – Enjoyment & Keeping fit**

**Barriers – Work commitments**

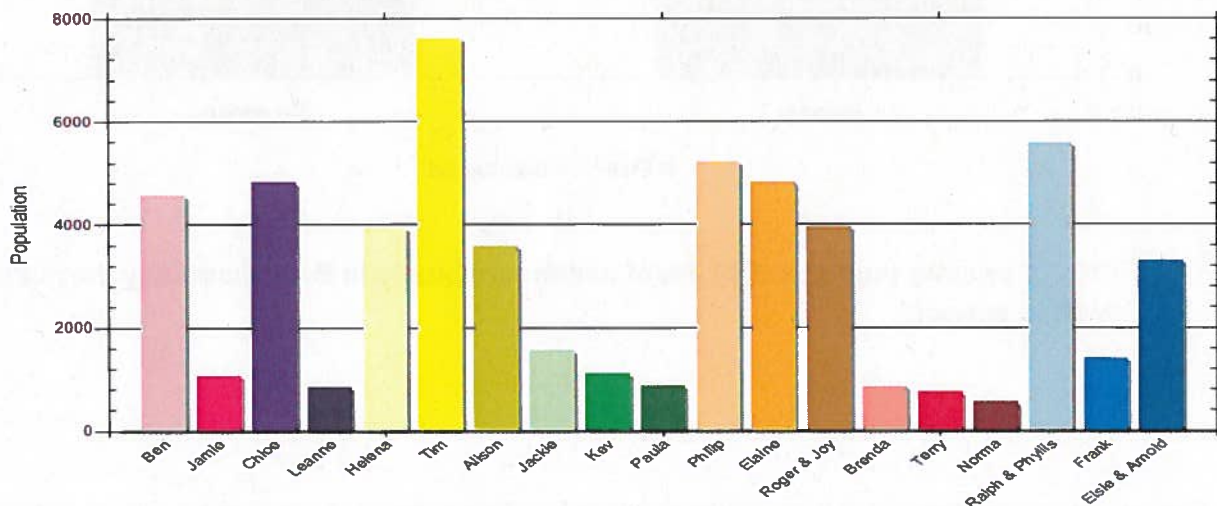
**Encourage to do more – Less busy & cheaper admissions**

**Most responsive to – Internet & Email**

**Best Information channel - Internet**

For further descriptions of the sporting behaviours of the segments please see appendix A

**Population of all segments within Brentwood**

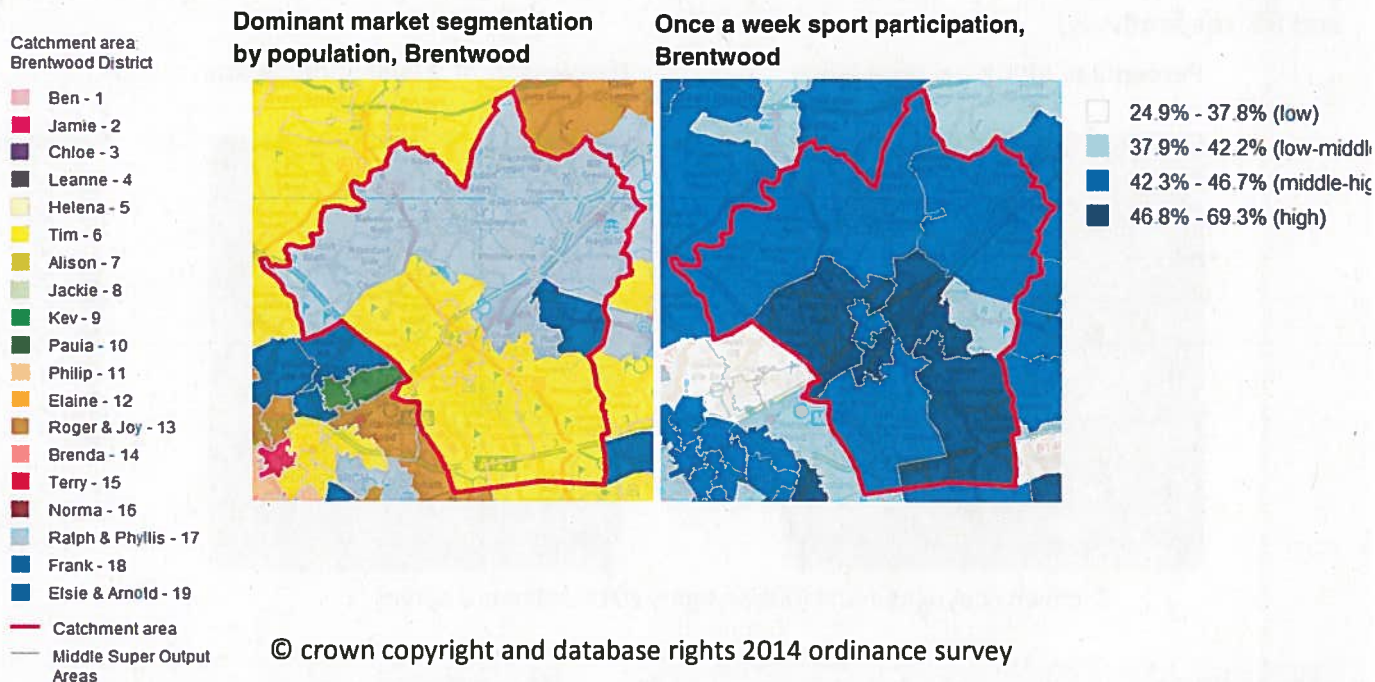




The map below demonstrates a north/south divide in Brentwood, with the northern half dominated by 'Ralph & Phyllis' (grey areas) and the southern half dominated by 'Tim' (yellow areas). It is important to target both dominant groups, whilst being mindful that the southern half is dominated by an already active demographic.

The second map demonstrates that the areas where 'Ralph & Phyllis' and 'Elsie & Arnold' are the most dominant groups, there is a lower percentage of people participating in 30 minutes of sport once a week – especially when compared to the younger age group demographic cohorts (i.e. 'Tim').

This suggests these different areas may need different targeted approaches.



The Participation section of this profile shows that as age increases physical activity decreases. Brentwood's proportion of over 65's is indicative of the Essex average and this is reflected in the market segmentation. There are a lower than national average percentage of residents placed in social groups such as 'Elsie & Arnold', 'Frank' and 'Norma, but a high proportion of residents in the 'Ralph & Phyllis' group.

However, the over 65 population in Brentwood is predicted to increase by 5% by 2035. This may change the dominant social types in this area and may lead to an even greater need to focus on this population.

### About Ralph and Phyllis

**Description - Retired couples, enjoying active and comfortable lifestyles**

**Level of activity – Far less active than the average population but relatively active for the age group; 27% would like to do more sport**

**Top Sports – Golf and bowls**

**Motivations – Enjoyment & Keeping fit, socialising**

**Barriers – Health, injury or disability**

**Encourage to do more – Less busy, people to go with & cheaper admissions**

**Most responsive to – Newspaper ads**

**Best Information channel – Magazines**

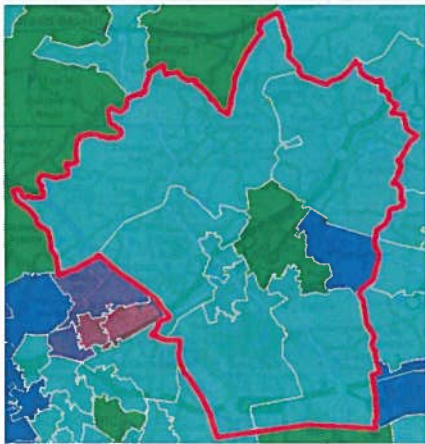


The participation data also suggests that females in Brentwood are less active than males. The most dominant female social groups in Brentwood are 'Chloe' and 'Elaine'. However the two groups differ significantly.

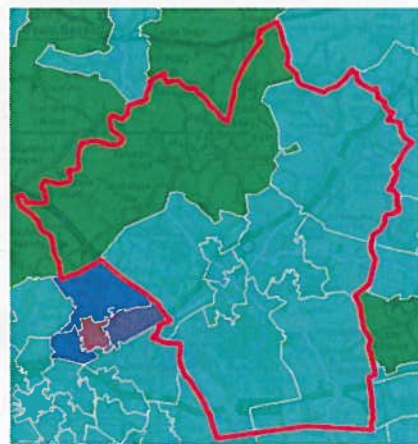
In Brentwood 8.6% of the population are in the social group 'Chloe'; however, the map below shows some areas in Brentwood have a higher population of this group than others. Middle super output area (MSOA) 68 has 12.1% however MSOA 66 only has 4.8%. For MSOA map please see appendix 2.

In Brentwood 8.5% of the population are in the social group 'Elaine'; again, this population is not spread equally over the district, in the northern MSOA areas (64), there is a higher percentage of this group (11.2%), whereas the remainder of the MSOA areas range between 6.5 and 10 (MSOA areas 71 and 69, respectively).

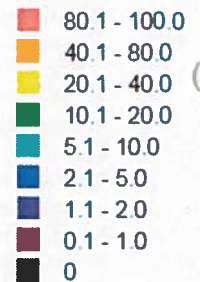
Percentage of 'Chloe' population



Percentage of 'Elaine' population



Percentage colour key:



— Catchment area  
— Middle Super Output Areas

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### About Chloe

**Description - Young image-conscious females keeping fit and trim.**

**Level of activity – 23% regularly participate and 70% want to do more sport.**

**Top Sports – Keep-fit/gym, swimming, athletics and cycling**

**Motivations – Enjoyment, keeping fit, socialising and weight-loss**

**Barriers – 'Other factors' - includes 'left school', 'no opportunity', and 'economic/work reasons'.**

**Encourage to do more – Less Busy & Cheaper admissions**

**Most responsive to – Magazines**

**Best Information channel – SMS text**

### About Elaine

**Description - Mid-life professionals who have more time for themselves since their children left home.**

**Level of activity – Average levels of participation, 55% say they want to do more sport.**

**Top Sports – Keep fit, swimming, cycling & badminton**

**Motivations – Enjoyment and keeping fit**

**Barriers – Health injury or disability**

**Encourage to do more – Less Busy & Cheaper admissions**

**Most responsive to – Magazine ads**

**Best Information channel – Telephone**

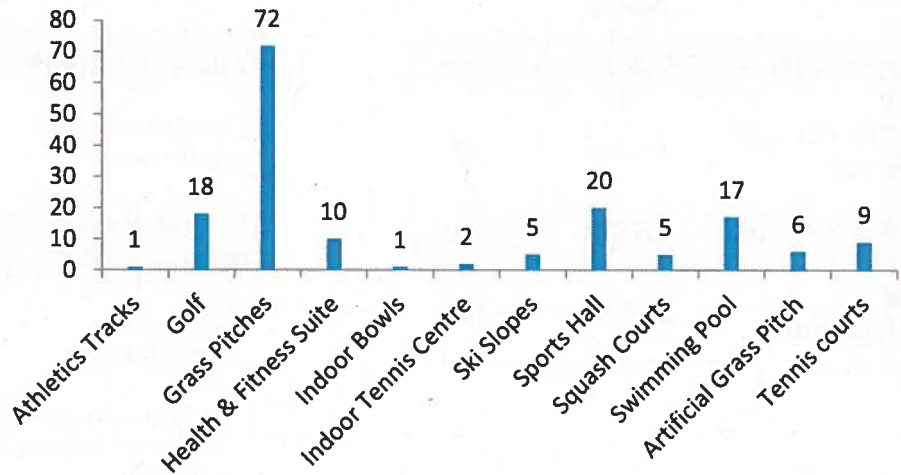
# Local Facilities

The previous sections demonstrate that gym, swimming, cycling and fitness are the most popular and top sports in Brentwood. It is therefore important that the residents of the Brentwood district have the opportunities and access to take part in these activities. This involves ensuring that the appropriate facilities are available and affordable.

There are 20 sports halls and 17 swimming pools in Brentwood.

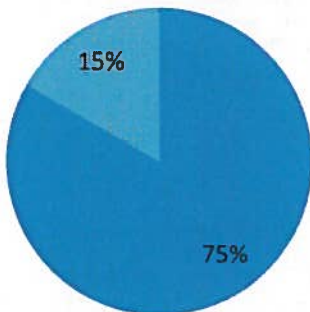
Also of note - five of Essex's 20 ski slopes (25%) are in Brentwood.

Number of sports facilities in Brentwood

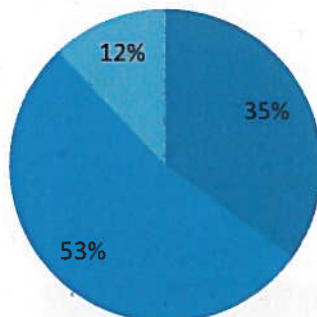


## Local facility ownership

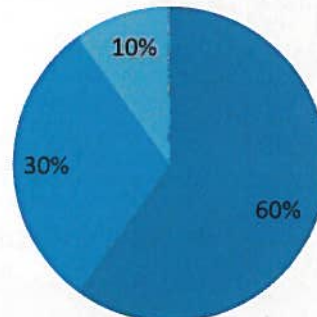
Sports Hall



Swimming Pool



Health & Fitness Suite



- Commercial
- Education
- Local Authority
- Others

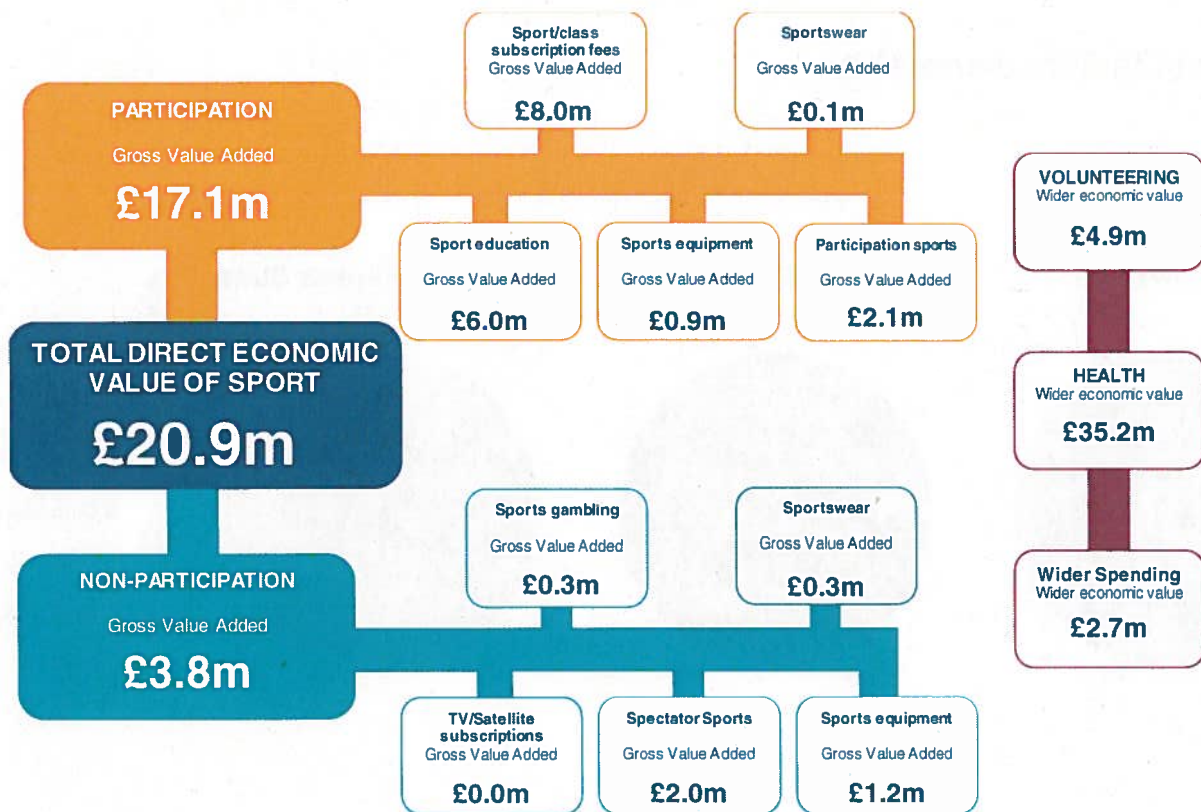
# Economic Activity

Below is an estimate of the overall contribution that sport makes to the economy in the Brentwood district. The model was developed by Sports England uses a consistent methodology suitable for any local area and supported by the available local area data and assumptions that are included in the model.

Participation	Gross Value added	Jobs
Sports services	£10.1m	403
Sportswear and equipment	£1.0m	19
Sport education	£6.0m	73
<b>Total participation</b>	<b>£17.1m</b>	<b>495</b>

Non- Participation	Gross Value added	Jobs
Spectator sports	£2.0m	100*
Sportswear and equipment	£1.5m	28
Sports broadcasting and gambling	£0.3m	14
<b>Total non-participation</b>	<b>£3.8m</b>	<b>142</b>

\* Employment estimate directly from BRES and must be suppressed by rounding to the nearest 100 (any value below 50 is set to 25).





# Appendix

## Appendix 1

### Sports England Market Segmentation Descriptions

#### **Ben - Competitive Male Urbanites**

Male, recent graduates, with a 'work-hard, play-hard' attitude Graduate professional, single. Ben is a very active type and takes part in sport on a regular basis. He is the sportiest of the 19 segments.

Main age band - 18-25

Eng pop – 4.9%

#### **Jamie – Sports Team Lads**

Young blokes enjoying football, pints and pool. Vocational student, single. Jamie is a very active type that takes part in sport on a regular basis.

Main age band – 18-25

England population – 5.4%

#### **Chloe - Fitness Class Friends**

Young image-conscious females keeping fit and trim. Graduate professional, single. Chloe is an active type that takes part in sport on a regular basis.

Main age band – 18-25

England population – 4.7%

#### **Leanne – Supportive singles**

Young busy mums and their supportive college mates. Student or PT vocational, Likely to have children. Leanne is the least active segment of her age group.

Main age band 18-25

England population 4.3%

#### **Helena - Career Focused Female**

Single professional women, enjoying life in the fast lane Full time professional, single. Helena is a fairly active type that takes part in sport on a regular basis.

Main age band – 26-45

England population – 4.6%

**Tim – Settling Down males**

Sporty male professionals, buying a house and settling down with partner Professional, may have children, married or single. Tim is an active type that takes part in sport on a regular basis.

Main age band: 36-45

England population – 8.8%

**Alison - Stay at Home Mums**

Mums with a comfortable, but busy, lifestyle Stay-at-home mum, children married. Alison is a fairly active segment with above average levels of participation in sport.

Main age band – 36-45

England population – 4.4%

**Jackie - Middle England Mums**

Mums juggling work, family and finance Vocational job, may have children, married or single. Jackie has above average participation levels in sport, but is less active than other segments in her age group.

Main age band – 36-45

England population – 4.9%

**Kev – Pub league team mates**

Blokes who enjoy pub league games and watching live sport. Vocational job, may have children, married or single. Kev has above average levels of participation in sport.

Main age band – 36-45

England Population – 5.9%

**Paula – Stretched single mums**

Single mums with financial pressures, childcare issues and little time for pleasure Job seeker or part time low skilled worker, children, single. Paula is not a very active type and her participation is lower than that of the general adult population

Main age band – 26-45

England population – 3.7%

**Philip – comfortable Mid- Life Males**

Mid-life professional, sporty males with older children and more time for themselves. Full-time job and owner-occupier, children, married. Philip's sporting activity levels are above the national average.

Main Age Band – 46-55

England population 8.7%

#### **Elaine - Empty Nest Career Ladies**

Mid-life professionals who have more time for themselves since their children left home Full-time job and owner-occupier, married. Elaine's sporting activity levels are similar to the national average.

Main Age band – 46-55

England population – 6.1%

#### **Roger & Joy - Early Retirement Couples**

Free-time couples nearing the end of their careers Full-time job or retired, married. Roger and Joy are slightly less active than the general population.

Main age band – 56-65

England population – 6.8%

#### **Brenda - Older Working Women**

Middle aged ladies, working to make ends meet Part-time job, married. Brenda is generally less active than the average adult.

Main age band – 46-65

England population – 4.9%

#### **Terry - Local 'Old Boys'**

Generally inactive older men, low income, little provision for retirement Job Seeker, married or single. Terry is generally less active than the average adult.

Main age band – 56-65

England population – 3.7%

#### **Norma - Late Life Ladies**

Older ladies recently retired with a basic income to enjoy their lifestyles Job seeker or retired, single. Norma is generally less active than the average adult.

Main age band – 56-65

England population – 2.1%



### **Ralph & Phyllis - Comfortable Retired Couple**

Retired couples, enjoying active and comfortable lifestyles Retired, married or single. Ralph and Phyllis are less active than the average adult, but sportier than other segments of the same age group.

Main age group – 66+

England population – 4.2%

### **Frank - Twilight Years Gent**

Retired men with some pension provision and limited exercise opportunities Retired, married or single. Frank is generally much less active than the average adult.

Age band – 66+

England population – 4%

### **Elsie & Arnold - Retirement Home Singles**

Retired singles or widowers, predominantly female, living in sheltered accommodation Retired, widowed. Elsie and Arnold are much less active than the average adult.

Main age band – 66+

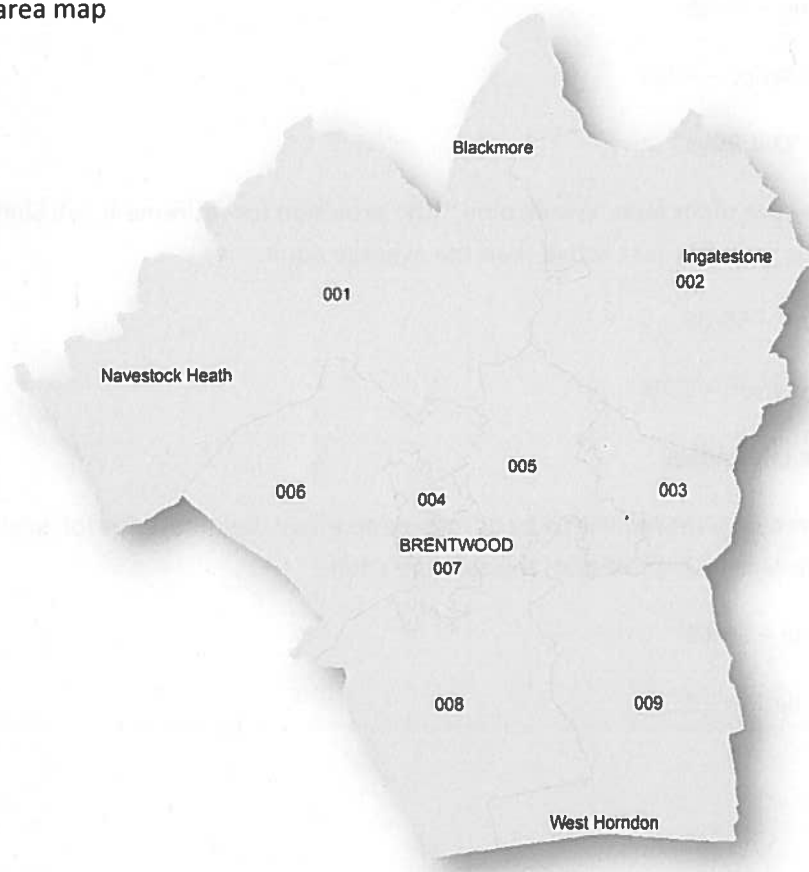
England population – 8%

For more information or more detailed profiles please see:

<http://segments.sportengland.org/index.aspx>

## **Appendix 2**

Middle super output area map



# Partnering Local Government in Brentwood



## How involved is your community?



**7.5%** of adult residents are regular sports volunteers compared to the national average of 6.0%.

Your most popular sports for adults are:



**43.3%** take part in organised sport by belonging to a club, receiving tuition or taking part competitively, compared to 33.6% nationally.

**67.7%** are satisfied with sporting provision in the area compared to 60.3% nationally.

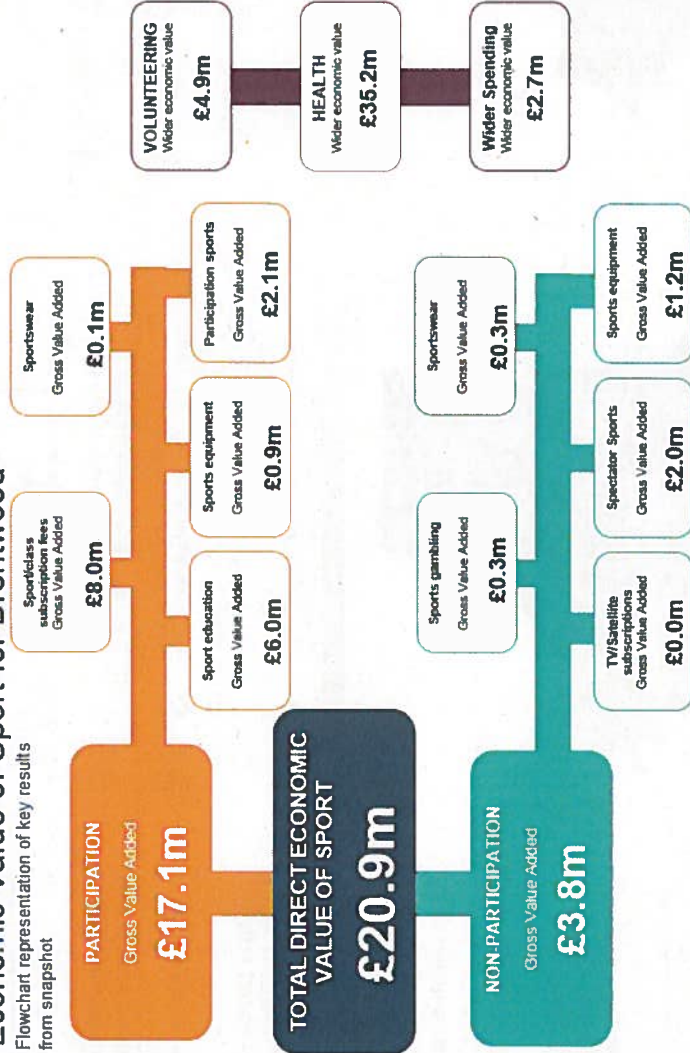
## What is the value of sport to your economy?



- £20.9m** in Gross Value Added (wages and operating profits),
- £17.1m** from people participating in sport,
- £3.8m** from wider non-participation interests,
- 637** in jobs,
- £4.9m** represents the value that volunteering brings to the local economy,
- £35.2m** is the economic value of improved quality and length of life plus health care costs avoided.

## Economic Value of Sport for Brentwood

Flowchart representation of key results from snapshot



## Sport England's offer

Our team of local experts, tools, and investment are available to help you:

- Gain greater insight about people and sport in your area.
- Demonstrate what sport can do for your council's priorities.
- Maximise opportunities for sport to work with commissioners of health, social care, young peoples services, and community safety.
- Develop a strategic approach for opportunities based on need and evidence.
- Achieve efficiencies and improve the effectiveness of your service.
- Capitalise on opportunities to work with national governing bodies.
- Provide opportunities for your young people through Sportivate, School Games; and working with HE and FE sectors.

We also invest in county sport partnerships (CSP) to work across the local sporting landscape, supporting partners, including local authorities, to increase participation.

## Get in touch

Strategic Lead Local Relationships:

Adam Rigarisford Email: [adam.rigarisford@sportengland.org](mailto:adam.rigarisford@sportengland.org) Tel: 07747 763072

Local Government Relationship Manager:

Ed Sandham Email: [ed.sandham@sportengland.org](mailto:ed.sandham@sportengland.org) Tel: 07768 838469

Your CSP website:

[www.activeessex.org](http://www.activeessex.org)

Sport England website:

<http://www.sportengland.org/partnering-local-government>





# Partnering Local Government in Brentwood



## We all want to improve the quality of life for our communities.

Evidence shows that by increasing participation in sport and physical activity we can reduce health inequalities, spur economic growth, and energise community engagement.

17%

of deaths are caused by inactivity. International comparison shows physical inactivity is a greater cause of death nationally than almost every other economically comparable country.

£7.4bn

is the estimated figure that physical inactivity costs the national economy in healthcare, premature deaths and sickness absence.

£1,760 -  
£6,900

can be saved in healthcare costs per person by taking part in sport.

£20.3bn

was contributed to the English economy in 2010 through sport and sport-related activity.

29%

increase in numeracy levels can be achieved by underachieving young people who take part in sport.

£7.35

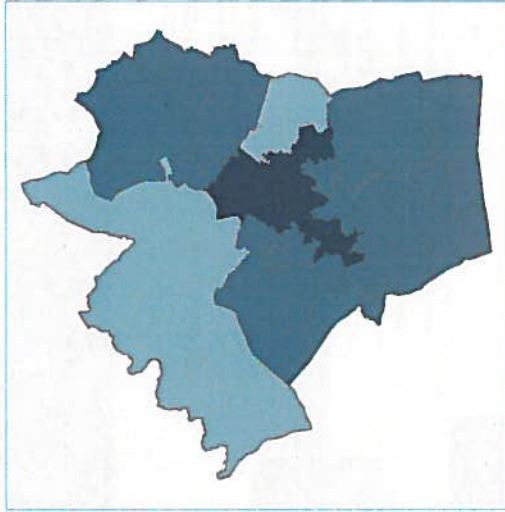
is the estimated return on investment for every £1 spent on sports for at-risk youth through, for example, reducing crime and anti social behaviour.

Source data can be found at <http://www.sportengland.org/our-work/local-work/partnering-local-government/local-sports-data>



## How healthy is your community?

Excess weight in adults



Category	Percentage Range
Low	38.8% - 62.7%
Low - middle	62.8% - 66.5%
Middle - high	66.6% - 69.7%
High	69.8% - 81.3%

Dataset: Active People Survey model based MSOA estimates January 2012-2013 for adults classed as overweight or obese. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100013111.

81.4

is the life expectancy of males, compared to the national average of 79.2.

84.4

is the life expectancy for females, compared to the national average of 83.

15.5%

of the population have a long term health problem or disability.

31

deaths are estimated to be prevented per year if 75% of the population aged 40 - 79 were engaged in the recommended levels of physical activity.

22.3%

of adults (16+) are inactive in your community.

£1.4m

is the estimated health costs of inactivity in your community.



## How active is your community?

Adult participation in sport



Category	Percentage Range
Low	24.9% - 37.8%
Low - middle	37.9% - 42.3%
Middle - high	42.4% - 46.7%
High	46.8% - 69.3%

Dataset: Active People Survey model based MSOA estimates 2011-12 for once a week sport participation. Contains Ordnance Survey data. © Crown copyright and database right 2014. Sport England 100033111.

63.4%

of adults (16+) report undertaking 150 minutes of moderate intensity physical activity compared to the national average of 55.6%.

44.3%

adults (14+) take part in sport at least once a week compared to the national average of 36.7%; that's 43.4% of men and 45.1% of women in your community.

28.3%

adults (16+) take part in sport and active recreation three times a week compared to the national average of 26.0%.

that's 31.2% of men and 30.3% of women in your community.

40.0%

of adults who are inactive, want to take part in sport, demonstrating there is an opportunity to increase participation.



**THE TOTAL AMOUNT OF FUNDING IS**

**£551,337**

**Local Investment funding**

£100

Active Network Funding 2013  
**£9,300**

**Facilities fundings**

**11** Inspired Facilities  
**£47,420**

**1** Protecting Playing fields  
**£50,000**

**1** Flood Relief Fund  
**£4,520**

**14** Community Initiative Fund  
**£120,000**

**Schools/Education funding**

**1** Awards for All  
**£10,000**

**25** Primary School Sport Premium  
**£237,500**

**2** Primary Places  
**£58,650**



**Inspired Athletes Award**



**Essex County Council**

**Active People Survey 8**

Percentage of Sports Participation in Essex

