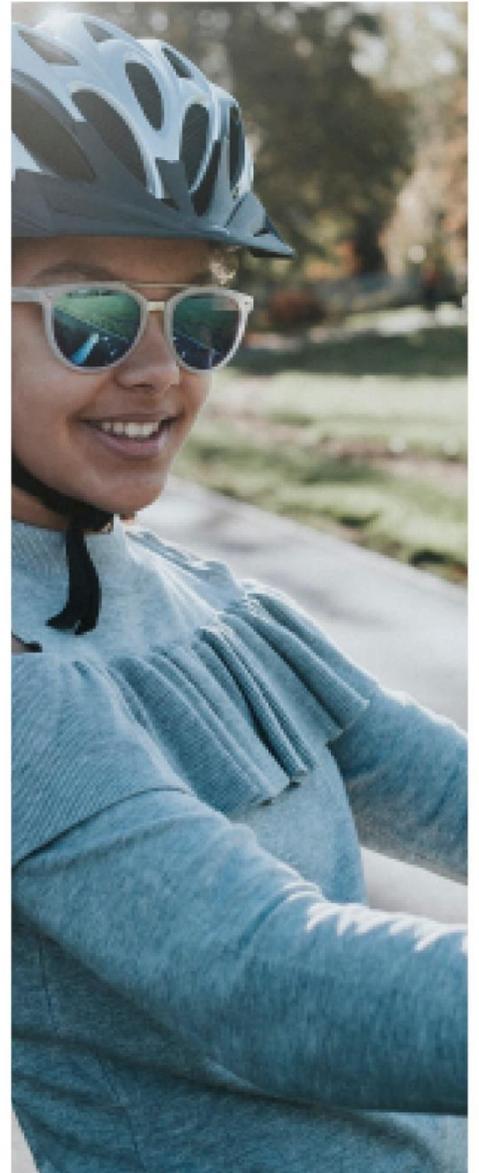


# Let's Talk Active: Survey Report

January 2025



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# Let's Talk Active survey report

## 1.0 Key findings

### Overall

A total of 3,281 responses were received for the Let's Talk Active survey, and this means we can be confident the survey results reflect the views of people in North Yorkshire.

We received responses from people who live and work within all areas across North Yorkshire, although people from Harrogate & Knaresborough are slightly overrepresented while those from Scarborough & Whitby are slightly underrepresented in the responses.

Some older age groups are overrepresented and younger people underrepresented in the responses.

We monitored responses during the survey live period to check representation and tried to target survey promotion and engagement events to encourage underrepresented groups to respond.

### Current level of activity

- Most people in the survey say they are very happy (16%) or happy (40%) with their current level of activity, although more than a quarter are unhappy (20%) or very unhappy (7%).
- People in Harrogate & Knaresborough and Skipton & Ripon are most likely to be satisfied with their current activity level, while people in Selby & Ainsty and Thirsk & Malton are the least satisfied.
- The oldest and youngest age groups are most likely to be satisfied with their current activity.
- Females are less likely to be satisfied than males, and those people who are least active are much less likely to be satisfied with their current activity level.

### Opportunities to be active

- Around half the people are very happy (14%) or happy (36%) with their opportunities to be active, while more than a quarter are unhappy (20%) or very unhappy (7%).
- People in Harrogate & Knaresborough and Skipton & Ripon are most likely to be satisfied with their opportunities to be active, while those in Scarborough & Whitby and Thirsk & Malton are least satisfied.
- Satisfaction with opportunities to be active generally increases with age, and more than half of those aged over 50 are satisfied with their opportunities.
- Females are less satisfied with their opportunities to be active than males, and those people who are least active are much less likely to be satisfied with their opportunities to be active.

### Physical activity

- Nearly three-quarters (74%) of people say they do 30 minutes or more of physical activity at least 3 or 4 days a week, and most people from all age groups say they do this level of activity.
- The activity levels of those taking part in the survey are broadly in line with the activity levels of the wider population as shown by other surveys.

### Outdoor and indoor activities

- The most popular outdoor activities are walking, cycling, running, and swimming.
- Fitness classes, swim sessions and gym sessions are the most popular indoor activities.

## **Factors affecting ability to be active**

- The factors most commonly found to affect the ability to be active a lot or quite a bit are time (42%), price (33%), health conditions (30%), travel (28%) and suitability (27%).
- Younger age groups are much more likely to rate price and time as affecting their ability to be active.
- Childcare is much more likely to be rated as a main factor by those in the 30 to 39 and 40 to 49-year age groups.
- Health conditions are more likely to be rated as a main factor by older age groups and those who consider themselves disabled or as having a health condition.

## **What prevents or restricts you from being or staying active?**

The survey responses highlight the different challenges people face in maintaining an active lifestyle, including time constraints, health issues, accessibility and availability, cost, environmental factors, knowledge and confidence, motivation and routine, and specific needs

## **Leisure centres**

- Slightly more than half (51%) of people say they never do physical activity at a leisure centre, while nearly 40% do physical activity at least 1 or 2 times a week.
- Nearly four-out-of-ten people say their most often used leisure centre meets their needs very well (15%) or well (24%), but around one-third say their leisure centre does not meet their needs very well (17%) or at all (16%).
- The main reasons people gave for leisure centres meeting their needs include welcoming and supportive staff, the quality and variety of classes and activities, good facilities and equipment, opportunities to meet new people and socialise, and community-focused programmes and events that encourage participation, convenient locations, and flexible timings of sessions.
- The main reasons why people say leisure centres do not meet people's needs include limited class availability, cost, facility issues, accessibility challenges, inadequate timetables, lack of specific programmes, booking and membership issues, and preferences for outdoor activities.

## **Encouraging more activity in, and use of, leisure services**

- The survey suggests healthy weight, beginners' and health conditions sessions and informal activities are most likely to encourage people to be more active in using leisure services.
- Lower costs and more activities are the improvements most likely to make people use leisure services more. Many people also want to see improvements in health and wellbeing services and community services.

## **Priorities**

- Nearly three-quarters (73%) of people ranked community sports facilities as a top 3 priority for the council. Some 61% rate health and wellbeing programmes and nearly half (49%) rank disability and inclusive facilities in their top 3 priorities.

## **Memorable experiences**

- Many people described memorable experiences they have had at a leisure centre and explaining what made it great. While most of the experiences are positive, there are also some negative experiences.

## 2.0 Introduction, background, and methodology

Let's Talk North Yorkshire is our biggest ever countywide conversation and helps us to understand how the public are feeling, and then use that intelligence to improve decision making and inform the council's policy development process.

Let's Talk Active is the latest engagement under the Let's Talk banner and it was launched on 9 September 2024 and ran until 4 November 2024. A total of 3,281 valid survey responses were received.

The survey was hosted on 'Commonplace', our digital engagement platform and supported by a marketing campaign directing people to the platform. Paper surveys were available from council offices, libraries and leisure centres. An easy read version of the questionnaire was also produced and, where requested, alternative formats such as large print were supplied.

As usual with self-completion questionnaires, some participants did not complete all questions. This may be because they did not have an opinion on the question asked. All charts show the number of responses received for each question.

The survey results are reported as whole numbers for percentages. As a result of this 'rounding' process there may be occasions when the figures do not add up to 100.

Free text response questions were analysed to look for patterns and themes in the responses.

We also received feedback via social media and directly from people in the form of emails, and staff from the council also had conversations with residents at 228 local engagement events.

### **Reliability of the results**

The number of responses received as part of the Let's Talk Active survey indicates we can be confident that the survey results reflect the wider view of people in North Yorkshire and can be generalised to the whole population.

While the sample of responses in the survey is broadly representative of the population in North Yorkshire, the over-representation of people from some sub-groups such as geographical areas and age groups will have an impact on the survey results if people from these groups have different views on issues. Demographic information was not provided by many people taking part in the survey, and this also limits the ability to determine how truly representative the sample of responses is.

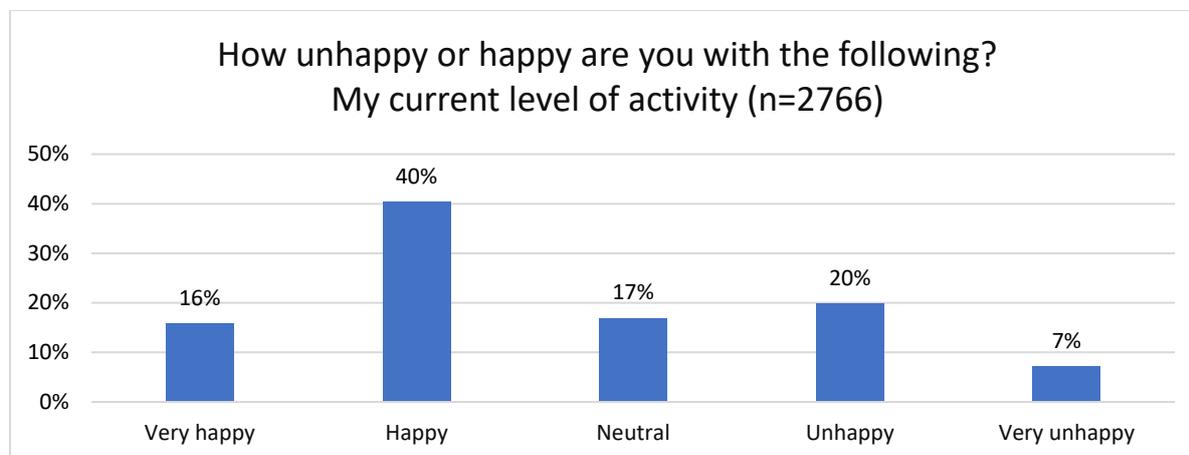
We monitored responses during the survey live period to check representation and tried to target survey promotion and engagement events to encourage underrepresented groups to respond.

We acknowledge that there is likely to be some survey error in the results, due to the over-representation of certain sub-groups in the sample. Although the survey is not truly representative, we always assume that there will be some sampling error and/or response bias in every survey, and this does not invalidate the survey findings.

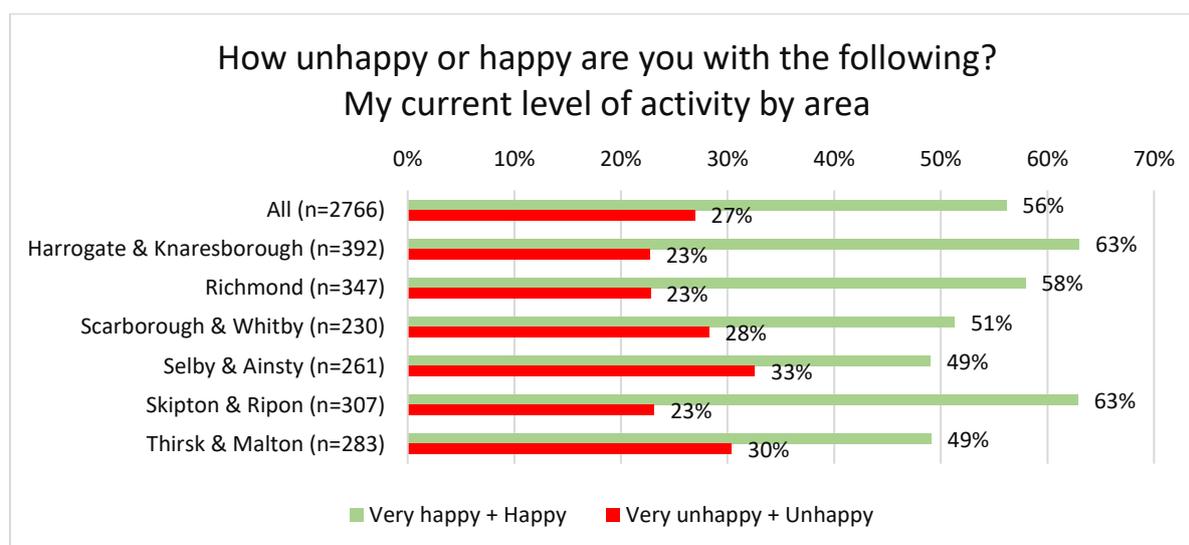
### 3.0 Summary of main findings

#### Current level of activity

Most people in the survey (56%) say they are very happy (16%) or happy (40%) with their current level of activity, although more than a quarter (27%) are unhappy (20%) or very unhappy (7%).

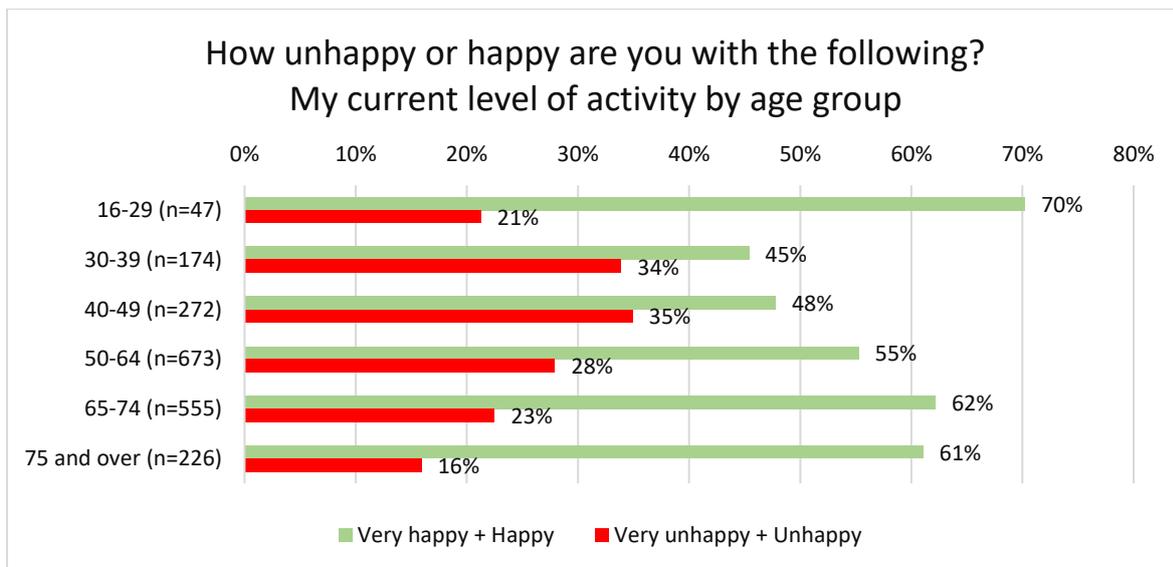


The chart below shows people in Harrogate & Knaresborough and Skipton & Ripon are most likely to be satisfied (very happy and happy) with their current activity level (both 63%), while those in Selby & Ainsty and Thirsk & Malton (both 49%) are the least likely to be satisfied.



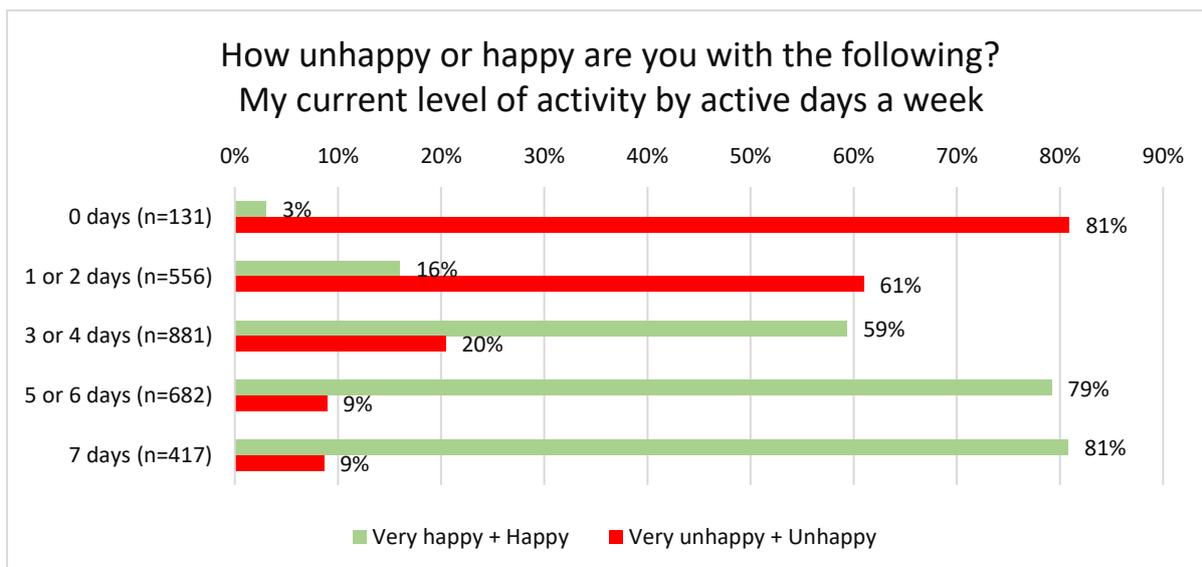
The chart below shows the youngest and oldest age groups are the most likely to be satisfied with their current activity levels (although the sample size for the youngest age group is very small).

Satisfaction with current activity levels is lowest for the 30 to 39 and 40 to 49 years age groups (45% and 48% respectively).



Results suggest that females are less likely to be satisfied with their current level of activity (53%) than males (66%).

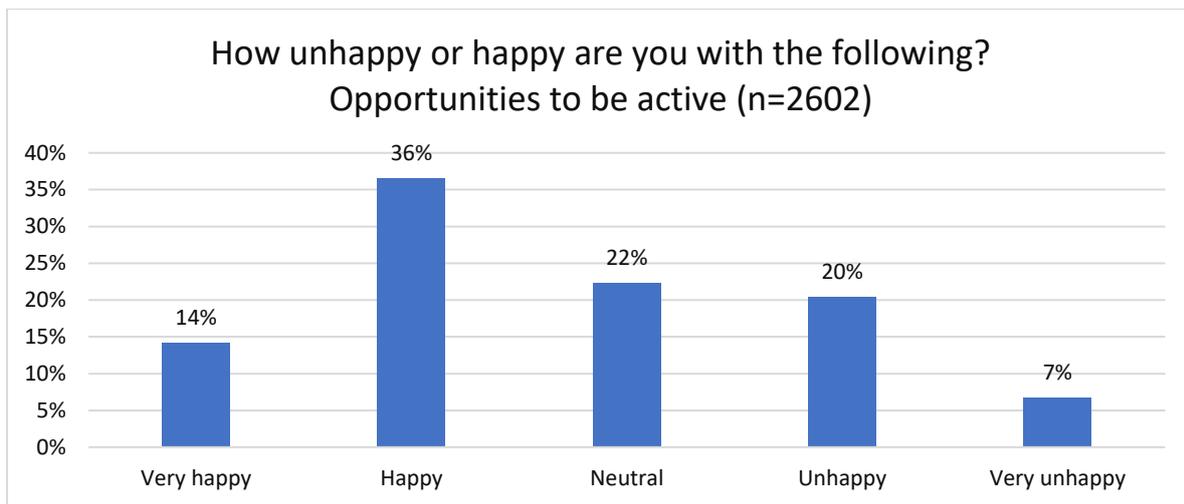
The chart below shows that those people who are least active are much less likely to be satisfied with their current activity level, while those who are most active are most satisfied.



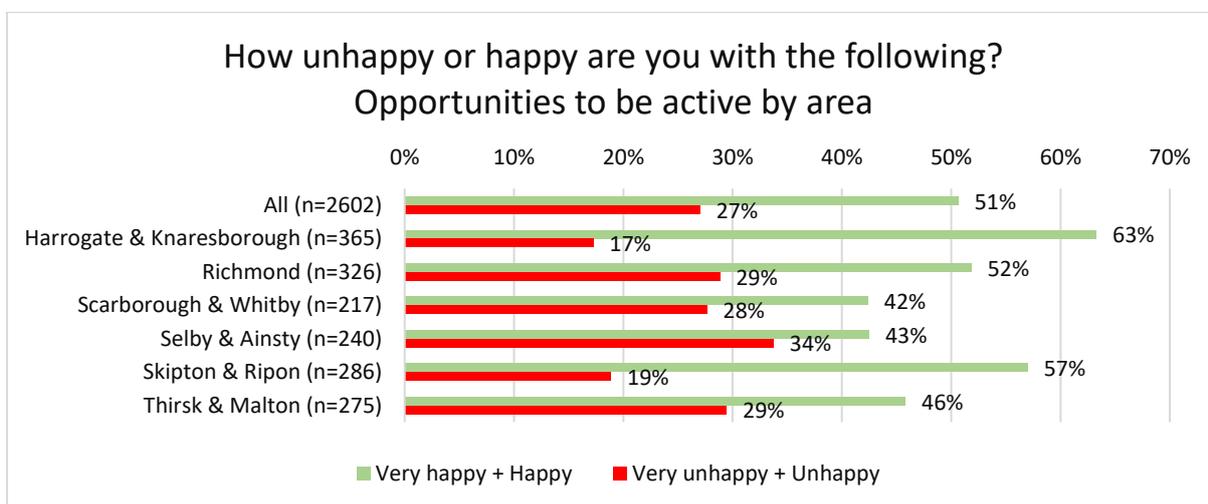
The results suggest that people who consider themselves disabled or have a health condition are less likely to be satisfied with their current level of activity (37%) than those who do not consider themselves disabled or as having a health condition (62%).

#### **Opportunities to be active**

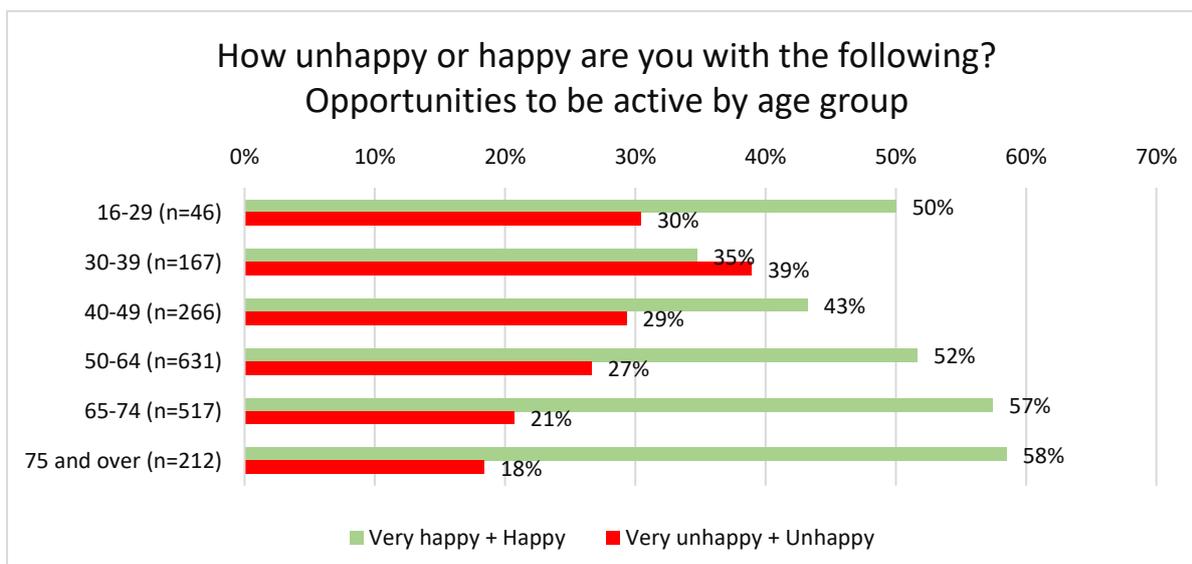
Slightly more than half the people in the survey are very happy (14%) or happy (36%) with their opportunities to be active, while more than a quarter are unhappy (20%) or very unhappy (7%).



The chart below shows people in Harrogate & Knaresborough (63%) and Skipton & Ripon (57%) are most likely to be satisfied with their opportunities to be active, while those in Scarborough & Whitby (42%) and Thirsk & Malton (43%) are least satisfied.



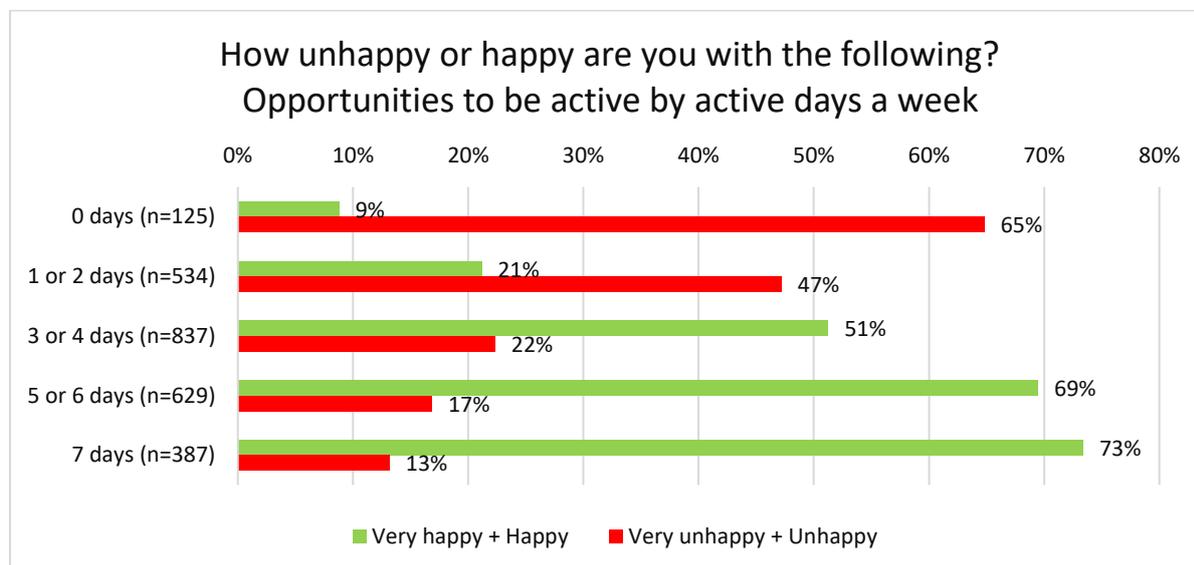
The chart below shows satisfaction with opportunities to be active generally increases with age.



The age groups least satisfied with their opportunities are those aged 30 to 39 (35%) and 40 to 49 (43%). More than half of those aged 50 and over are satisfied with their opportunities.

Females are less satisfied with their opportunities to be active (48%) than males (60%).

The chart below shows that those people who are least active are much less likely to be satisfied with their opportunities to be active, while those who are most active are most satisfied.



The results suggest that people who consider themselves disabled or have a health condition are less likely to be satisfied with their opportunities to be active (35%) than those who do not consider themselves disabled or as having a health condition (55%).

### Physical activity levels

The UK Chief Medical Officers' Guidelines recommend adults should do at least 150 minutes of moderate intensity activity a week or 75 minutes of vigorous intensity activity a week and spread exercise evenly over 4 to 5 days a week, or every day.

Sport England's Active Lives Adult Survey for the year to November 2023 shows 63% of the population met these guidelines. A quarter of the population are classed as inactive – averaging less than 30 minutes a week, while 11% are fairly active (achieving an average of between 30 and 149 minutes of activity a week).<sup>1</sup>

The 2021 Health Survey for England<sup>2</sup> found 64% of adults aged 16 and over met the guidelines for aerobic activity. A further 11% did not meet the guidelines but achieved some activity (60 to 149 minutes a week), 4% had low activity levels (30 to 59 minutes a week) and 20% were defined as inactive (less than 30 minutes a week).

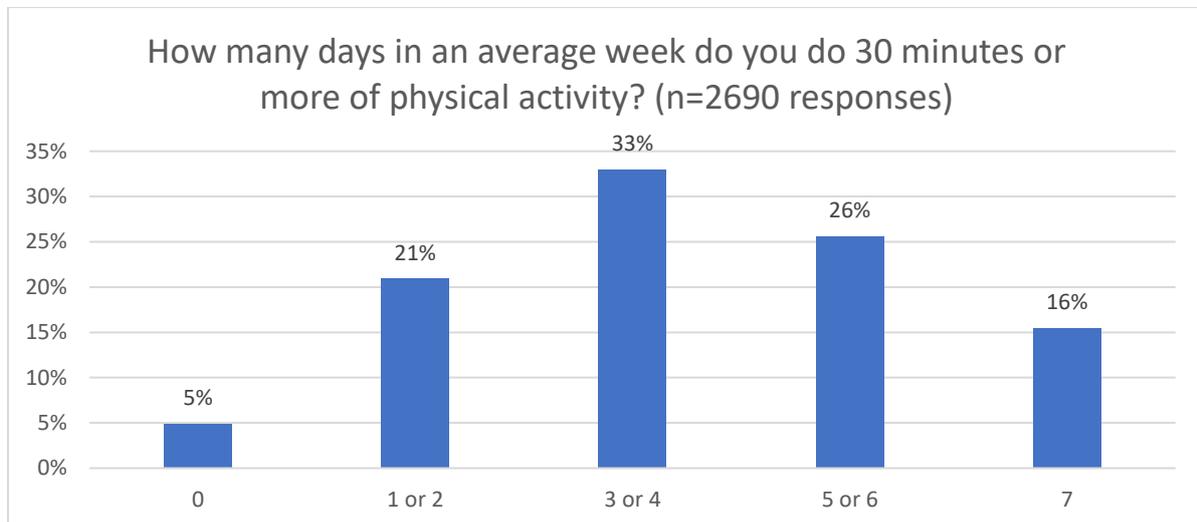
The survey found a higher proportion of men (70%) than women (59%) met these guidelines, and adults aged between 25 and 44 were most likely to meet the guidelines (72%). Among older adults, activity fell with age to 60% of adults aged between 65 and 74 and 38% of adults aged 75 and over.

<sup>1</sup> Source Active Lives Adults Survey Report 2022/3 <https://www.sportengland.org/news-and-inspiration/long-term-increase-activity-levels-positive-further-action-needed-tackle>

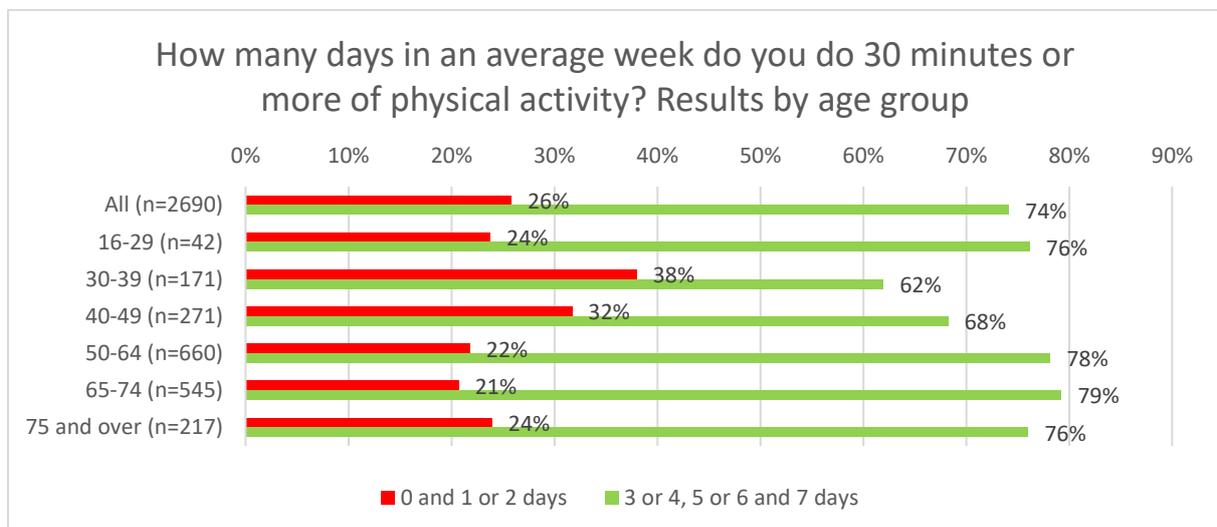
<sup>2</sup> <https://digital.nhs.uk/data-and-information/publications/statistical/health-survey-for-england/2021-part-2/physical-activity>

Nearly three-quarters (74%) of people in the Let’s Talk Active survey say they do 30 minutes or more of physical activity at least 3 or 4 days a week.

One-third of people say they do 30 minutes or more of physical activity 3 or 4 days a week, while 41% do this more often: 5 or 6 days (26%) or 7 days a week (16%). However, more than a quarter of people say they only do this level of activity 1 or 2 days (21%) or no days (5%).



The chart below shows a majority of people from all age groups say they do at least 30 minutes or more of physical activity at least 3 or 4 times a week. The age group least likely to do this level of activity is aged 30 to 39 (62%).

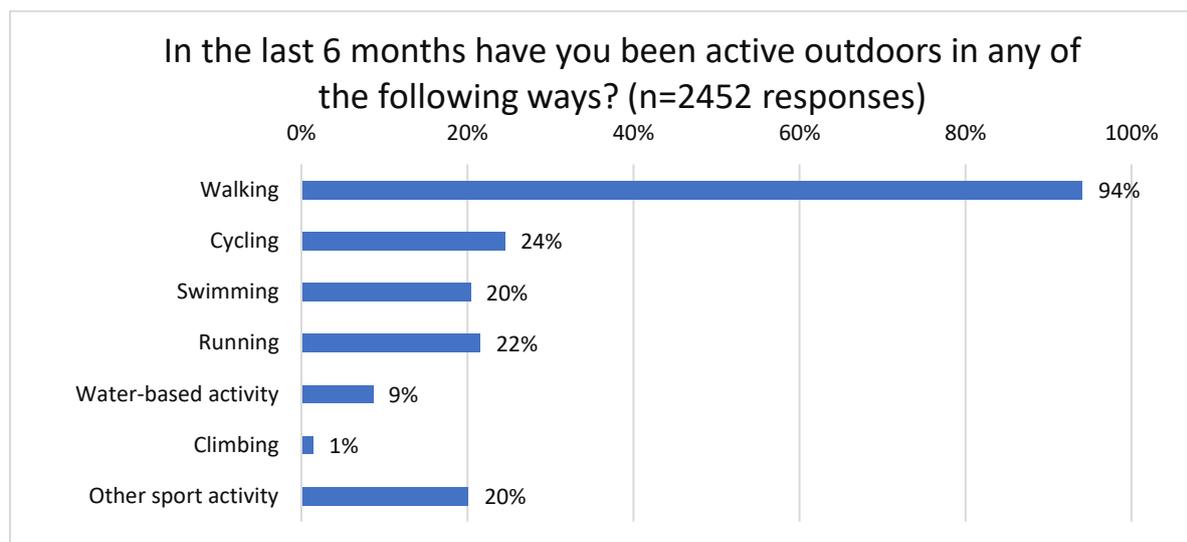


Females are less likely to do 30 minutes or more of physical activity at least 3 or more times a week (74%) than males (79%).

The results suggest that people who consider themselves disabled or have a health condition are less likely to do 30 minutes or more of physical activity at least 3 or more times a week (61%) than those who do not consider themselves disabled or as having a health condition (79%).

## Outdoor activities

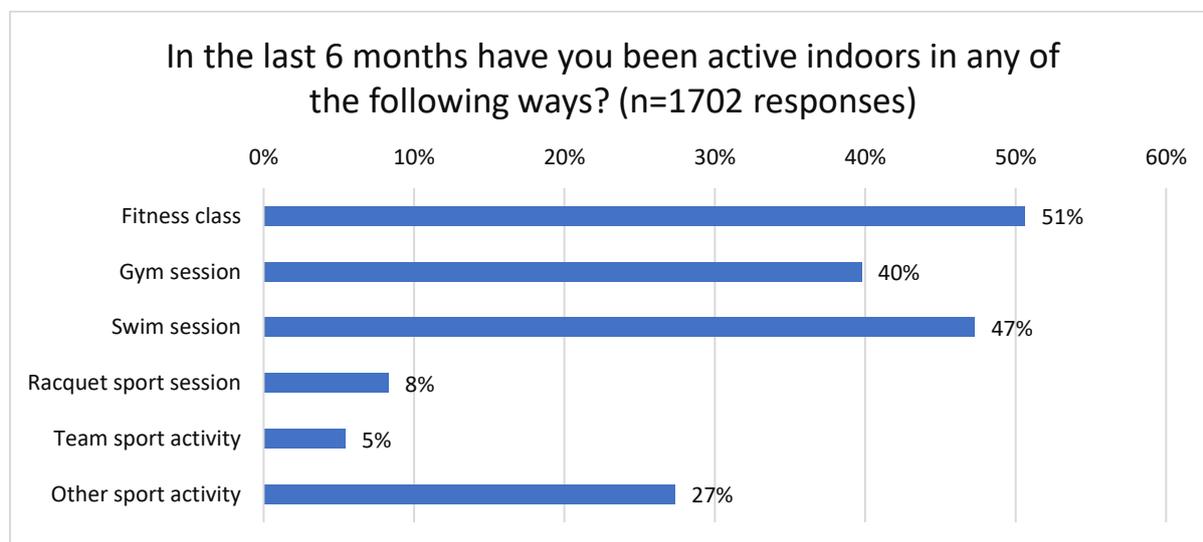
The most popular outdoor activities are walking, cycling, running, and swimming.



- The vast majority of all age groups report walking outdoors in the past 6 months (between 86% and 96%).
- Cycling and running are most popular among those aged under 50.
- Swimming outdoors is most popular among those aged 40 to 49 (28%) and 30 to 39 years (27%).
- Water based activity, climbing and other sport activity are most popular among the youngest age group.

## Indoor activities

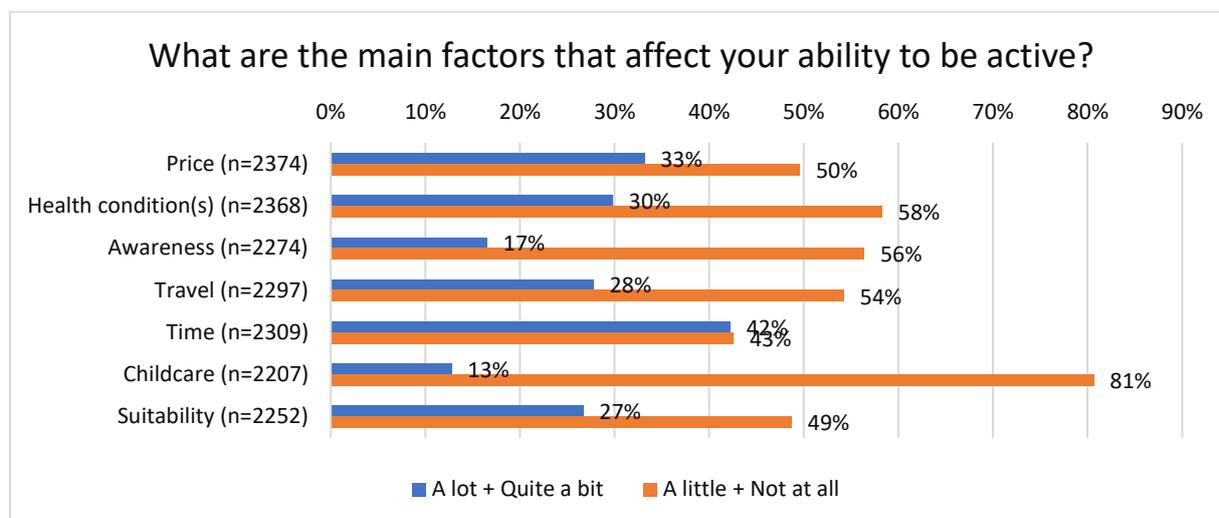
The most popular indoor activities are fitness classes, swim sessions and gym sessions.



- Fitness classes are popular with those aged between 40 and 75 years: 49% of 40 to 49, 55% of 50 to 64 and 52% of 65 to 74 year-olds took part in a fitness class in the last 6 months.
- Gym sessions are most popular among the youngest age groups: 63% of 16 to 29, 55% of 30 to 39 and 50% of 40 to 49 year-olds have taken part in a gym session.
- Swim sessions are popular across all age groups – although those aged 75 and over are less likely to say they have taken part in the last 6 months (30%).

## Factors affecting ability to be active

The factors most commonly found to affect the ability to be active a lot or quite a bit are time (42%), price (33%), health conditions (30%), travel (28%) and suitability (27%).



There are some important differences in the impact of these factors for different age groups.

- Price and time are much more likely to be rated as affecting the ability to be active a lot or quite a bit by younger age groups.
- Childcare is much more likely to be rated as a main factor by those in the 30 to 39 and 40-to-49-year age groups.
- Health conditions are more likely to be rated as a main factor by older age groups and those people who consider themselves as disabled or as having a health condition(s) (75% say this, compared to 19% of those who do not consider themselves as disabled or as having a health condition).

## What prevents or restricts you from being or staying active?

The free text responses to this question highlight the different challenges people face in maintaining an active lifestyle. Many of the themes for these comments are similar to the previous factors affecting people's ability to be active.

### Time constraints

- Work and family commitments: Many people struggle to find time due to long working hours, childcare responsibilities, and other family commitments.
- Class timings: Activities often do not align with people's schedules, especially for those who work full-time or have irregular hours.

### Health issues

- Conditions such as arthritis, back pain, and other long-term health issues can limit physical activity.
- Mental health: Lack of motivation, depression, and anxiety also play a significant role.

### Accessibility and availability

- Transport: Difficulty accessing facilities due to distance or lack of transport.
- Facility issues: Poor maintenance, limited availability of classes, and overcrowded facilities deter people from staying active.

### Cost

- High fees: Gym memberships, classes, and other activities can be expensive, making them inaccessible for some.
- Additional costs: Travel expenses and the cost of equipment can also be barriers.

### Environmental factors

- Weather: Poor weather conditions can discourage outdoor activities.
- Safety concerns: Issues like unsafe cycling routes or poorly lit areas can prevent people from engaging in outdoor activities.

### Knowledge and confidence

- Lack of knowledge: Not knowing what exercises to do or how to do them correctly can be a barrier.
- Confidence issues: Some people feel self-conscious or lack confidence in their abilities.

### Motivation and routine

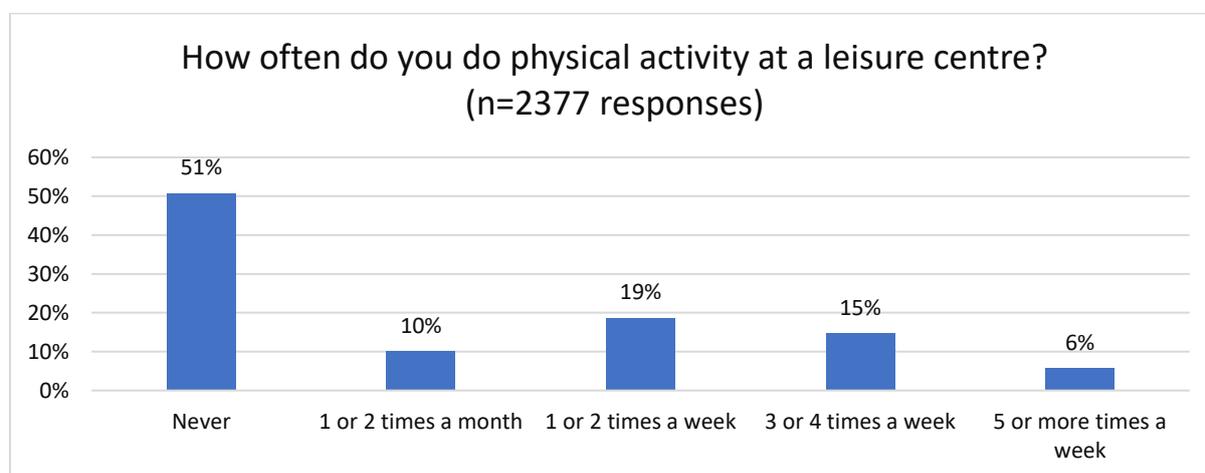
- Lack of motivation: Many respondents mentioned struggling with motivation.
- Disrupted routines: Changes in routine, such as illness or family commitments, can disrupt regular physical activity.

### Specific needs

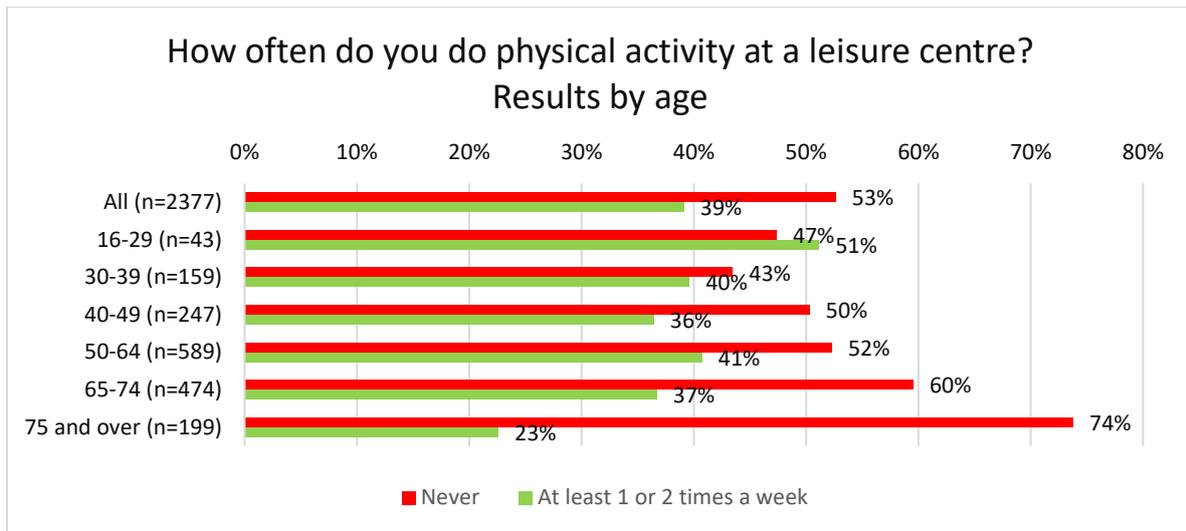
- Age-appropriate activities: Older adults often find it hard to find suitable activities.
- Special requirements: People with disabilities or specific health conditions need tailored activities, which are often not available.

### Leisure centre activity

Slightly more than half (51%) of people say they never do physical activity at a leisure centre, while nearly 40% do physical activity at least 1 or 2 times a week.

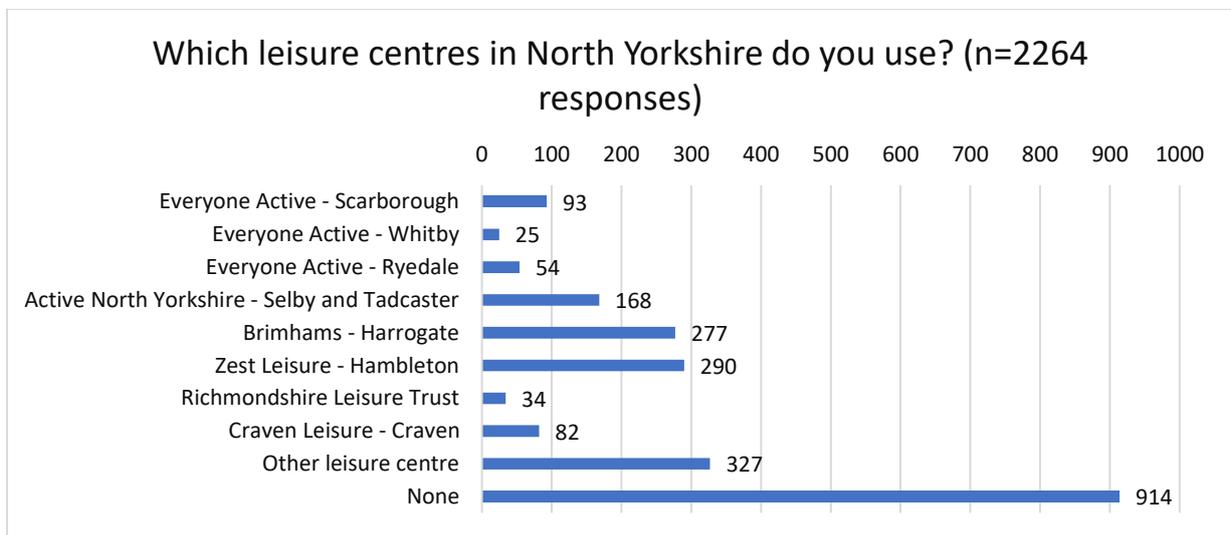


The chart below shows the oldest age groups are least likely to do physical activity at a leisure centre regularly (at least 1 or 2 times a week).

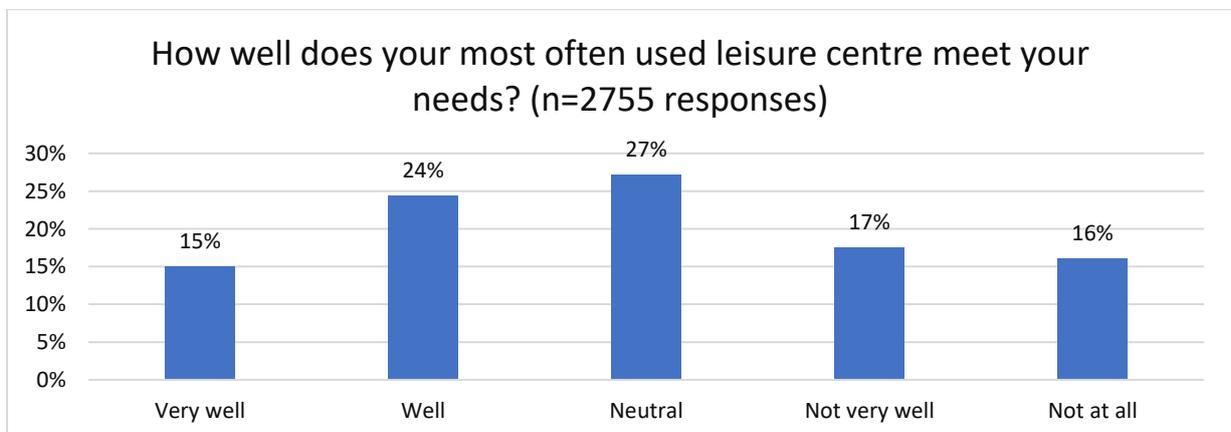


### Leisure centres used

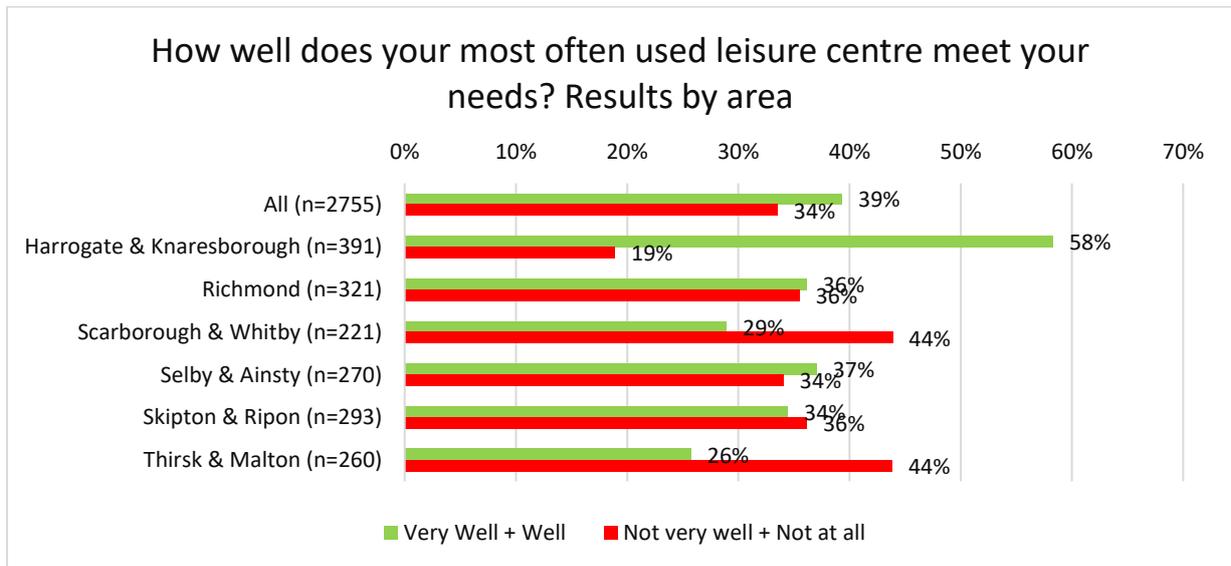
The chart below shows a breakdown of the leisure centres used by people in the survey.



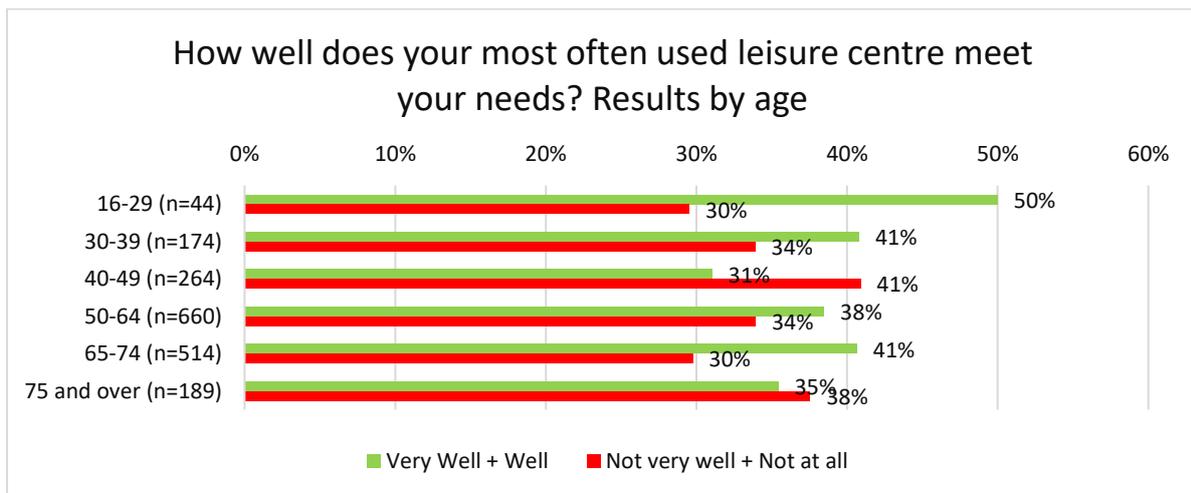
Nearly four-out-of-ten people say their most often used leisure centre meets their needs very well (15%) or well (24%), but around one-third say their leisure centre does not meet their needs very well (18%) or at all (16%).



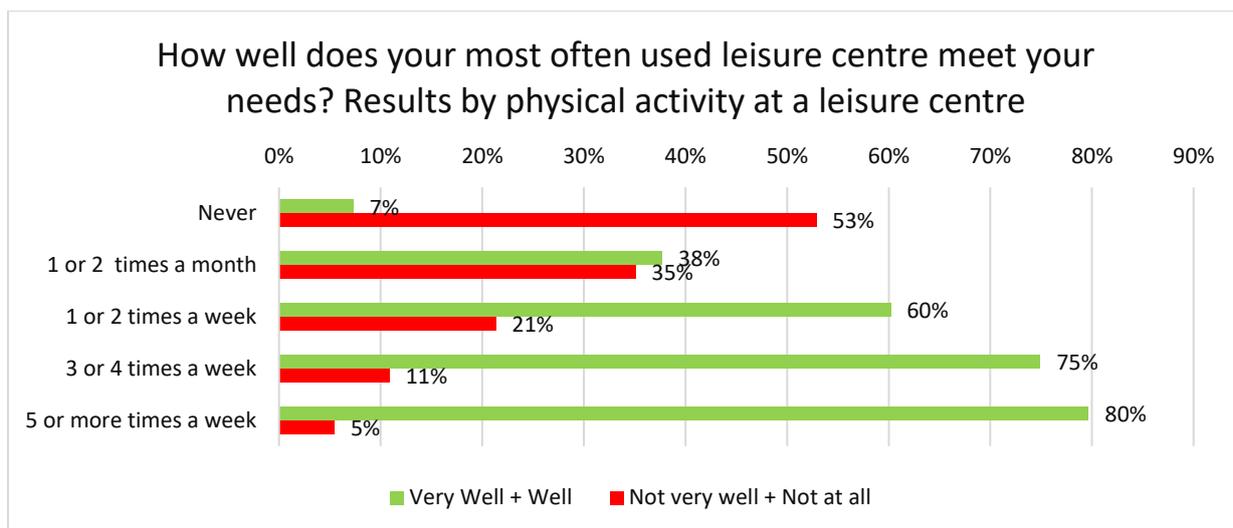
The chart below shows that people in Harrogate & Knaresborough are most likely to say their most used leisure centre meets their needs (58%) while people in Thirsk & Malton (26%) and Scarborough & Whitby (29%) are least likely to say this.



The chart below shows people aged 16 to 29 are most likely to say their leisure centre meets their needs (50%) while those aged 40 to 49 (31%) and 75 years and over (35%) are least likely to say this.



The chart below shows satisfaction with the most used leisure centre increases with the frequency of physical activity at a leisure centre.



- People considering themselves as having a disability or health conditions are less likely to say their most used leisure centre meets their needs (30%), compared to those without a disability or condition (40%).
- Females are slightly less likely to say their most used leisure centre meets their needs (38%) than males (40%).

#### What are the main reasons why your leisure centre meets or does not meet needs?

The main reasons people gave for leisure centres meeting their needs are:

- Welcoming and supportive staff
  - Friendly and non-judgmental staff that make users feel comfortable
  - Personal trainers and instructors who take a personal interest in user's progress, especially those with health conditions or returning from injuries.
- Quality of classes and activities
  - Many people appreciate the wide range of well organised and enjoyable activities available, including swimming, gym facilities, and various fitness classes.
  - Specific mentions of classes like hydro fit, aquafit, and Les Mills programmes were highlighted as beneficial, as well as classes for older adults or those with disabilities.
- Good facilities and equipment
  - Clean and well-maintained gyms, pools and facilities, including warm changing rooms and working equipment.
  - Availability of modern and varied equipment suitable for different fitness levels.
- Social interaction
  - Opportunities to meet new people and make friends through group activities and classes.
  - Community-focused programmes and events that encourage participation.
- Personal achievements
  - Users appreciate when they can see progress in their fitness or achieve personal goals, such as completing a triathlon or improving swimming skills.
- Convenient location
  - Proximity to home or work makes it easier for people to attend regularly.
  - Some centres are within walking or cycling distance, which is a plus for many users.
- Flexible timings
  - Centres that offer extended hours, including early morning and late evening sessions, cater well to people with busy schedules.

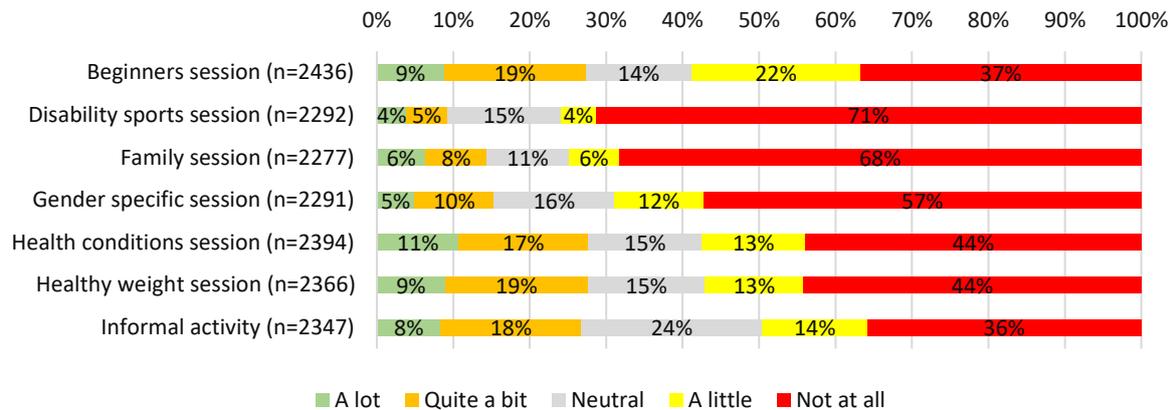
The main reasons people say why leisure centres do not meet people's needs are:

- Accessibility issues
  - Lack of public transport makes it difficult for some users to reach leisure centres.
  - Limited availability of certain classes or facilities, leading to overcrowding or difficulty in booking sessions.
  - Limited availability of activities for people with disabilities or specific health conditions.
  - Lack of variety in class timings, especially for those who work full-time. Many classes take place during working hours and there is a lack of evening or weekend options for those with busy weekday schedules.
- Staff and management
  - Some users feel that managers are not as supportive or engaged as frontline staff.
  - Instances of poor customer service or lack of proper induction and safety briefings.
- Cost and value
  - High costs of membership or classes can be a barrier, especially for families or those on a budget.
  - Some users feel that the value for money is not good, particularly when facilities are not well-maintained.
- Facility limitations
  - Poor maintenance and cleanliness of facilities, including dirty changing rooms and broken equipment.
  - Some centres are outdated and in need of refurbishment.
  - Limited availability of certain facilities, like swimming lanes or specific exercise classes, which can lead to frustration.
- Lack of specific programmes
  - Insufficient offerings for certain demographics, such as older adults, beginners, or people with specific health needs.
  - Desire for more tailored programmes, such as cardiac rehabilitation or low-impact classes.
- Booking and membership issues
  - Complicated booking systems and inflexible membership options.
  - Frustration with having to book classes far in advance or dealing with last-minute cancellations.
- Personal preferences
  - Some users prefer outdoor activities or find the leisure centre environment too competitive or intimidating.

### **Encouraging more activity using the leisure service**

The survey results suggest that overall healthy weight sessions, beginners' sessions, health conditions sessions and informal activities are most likely to encourage people to be more active in using the leisure service.

### How much would the following encourage you to be more active in using the leisure service?



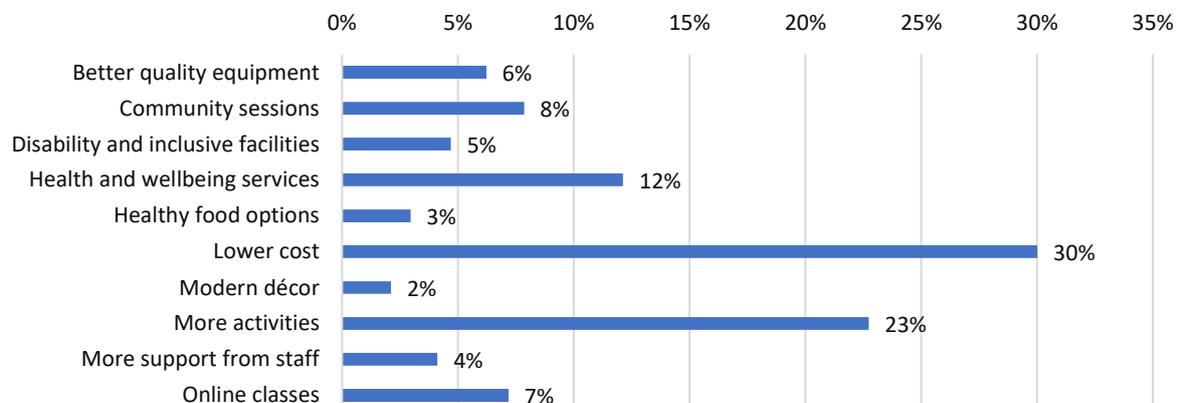
Further analysis of these results shows important differences.

- People who consider themselves as disabled or as having a health condition are much more likely to say a disability sports session would encourage them to be more active (34% say a lot or quite a bit). They are also much more likely to say a health conditions session would encourage them to be more active (60%).
- Females are more likely to say a gender specific session would encourage them to be more active (21%), compared to males (4%).
- Those that least active are more likely to say a beginner’s session would encourage them to be more active (42% of those who are active for 30 minutes a day or more 0, 1 or 2 days a week say these sessions would encourage them a lot or quite a bit (compared to 18% of those who are active 7 day and 20% of those active 5 or 6 days a week).

### Improvements to increase usage of leisure services

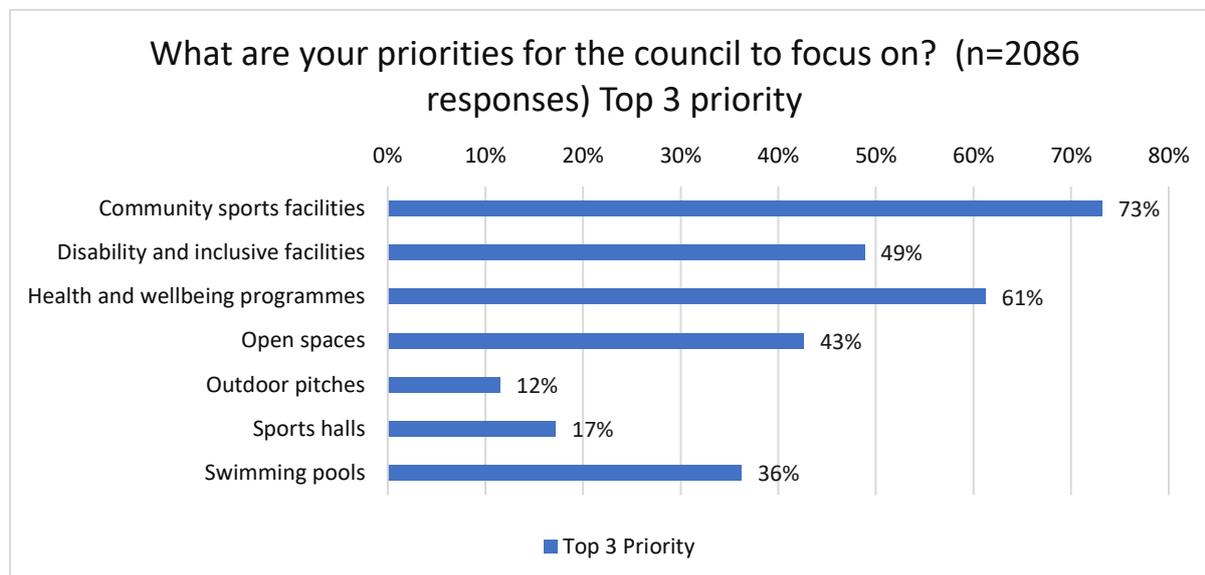
Lower costs and more activities are the improvements most likely to make people use leisure services more. Many people are also keen to see improvements in health and wellbeing services and community services.

### What one improvement would make you use leisure services more? (n=1896 responses)



## Priorities

People were asked to rank, from 1 (the highest) to 7 (the lowest), their priorities for the council to focus on. Nearly three-quarters (73%) of people ranked community sports facilities as a top 3 priority for the council. Some 61% rate health and wellbeing programmes and nearly half (49%) rank disability and inclusive facilities in their top 3 priorities.



The lower ranking of outdoor pitches and sports halls as priorities may reflect the small number of survey responses from people engaged in racket sports and team sport activities.

## Memorable experiences

There were 630 responses describing memorable experiences people have had at a leisure centre and explaining what made it great. Many of the experiences are positive but there are also some negative experiences.

These experiences highlight the importance of supportive staff, social interaction, personal achievements, and fun activities in creating positive memories at leisure centres. Addressing issues related to cleanliness, booking, and accessibility will further enhance the user experience.

## Positive experiences

- Supportive staff and instructors
  - Many people highlighted the positive impact of friendly, knowledgeable, and supportive staff and instructors. For example, one person mentioned how a trainer helped them regain confidence after years of inactivity.
  - Specific instructors were praised for their enthusiasm and ability to create a welcoming and inclusive environment.
- Social interaction
  - The social aspect of attending classes and activities was frequently mentioned. People enjoyed meeting like-minded individuals, making new friends, and feeling part of a community.
  - Group activities like aquafit, yoga, and spin classes were particularly noted for their social benefits.
- Personal achievements
  - Several people shared personal milestones, such as learning to swim, improving fitness levels, or achieving specific health goals.

- One memorable experience involved a person who, after major surgery, received a tailored rehabilitation programme from a coach, which significantly aided their recovery.
- Fun and enjoyable activities
  - Activities that combined fitness with fun, such as Zumba, aqua aerobics, and dance classes, were highlighted as memorable.
  - Family-friendly sessions, like baby swimming classes and family swim sessions, were also appreciated for their inclusive and enjoyable nature.
- Special events and programmes
  - Charity events, swimathons, and special classes like hydro fit and sensory swim sessions were mentioned as standout experiences.
  - Programmes like the Escape Pain Programme and cardiac rehabilitation were noted for their positive impact on health and wellbeing.

#### **Areas for improvement**

- Facility cleanliness and maintenance
  - Some people had negative experiences due to poor cleanliness and maintenance of facilities, such as dirty changing rooms and broken equipment.
  - Ensuring that facilities are well-maintained and clean can significantly enhance the user experience.
- Booking and availability
  - Difficulty in booking popular classes and activities was a common issue. People expressed frustration with fully booked sessions and the need for more availability.
  - Improving the booking system and increasing the number of classes could help address this issue.
- Accessibility and inclusivity
  - Ensuring that leisure centres cater to people with disabilities and specific health conditions was highlighted as important.
  - Providing more tailored programmes and ensuring that facilities are accessible can make a big difference.

## **4.0 Survey response demographics**

### **Connection to the area**

People were asked for their connection to North Yorkshire and were able to choose several options.

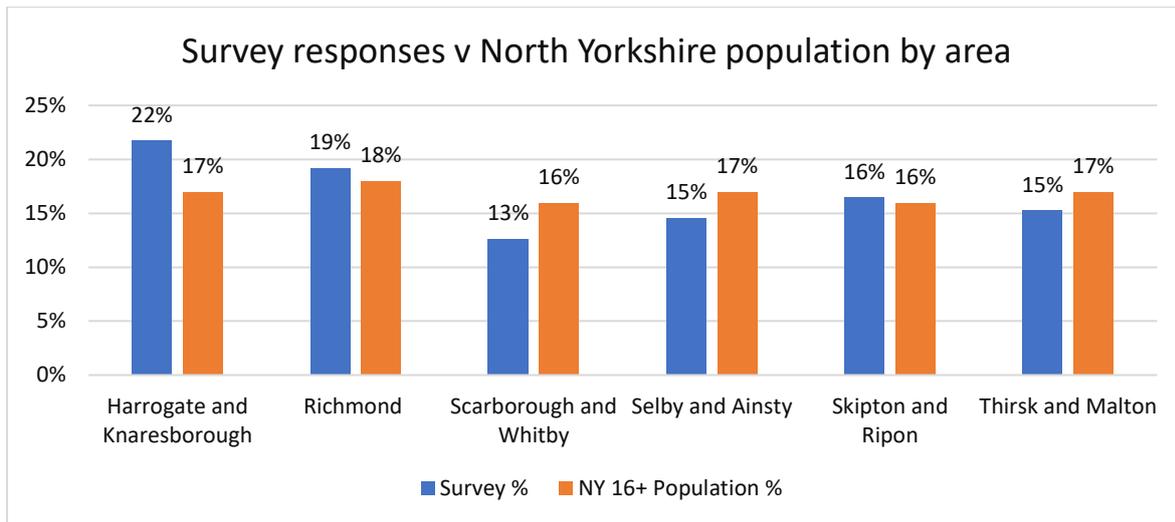
The majority (95%) of those who provided a reply said that they live here and more than a quarter (29%) said they work here. One-in-ten work for the local authority (10%) and a similar proportion either run a business here (6%) or represent an organisation here (5%).

People were asked for their postcode to identify where they live, and this was used to indicate the area in which they live.

### **Area**

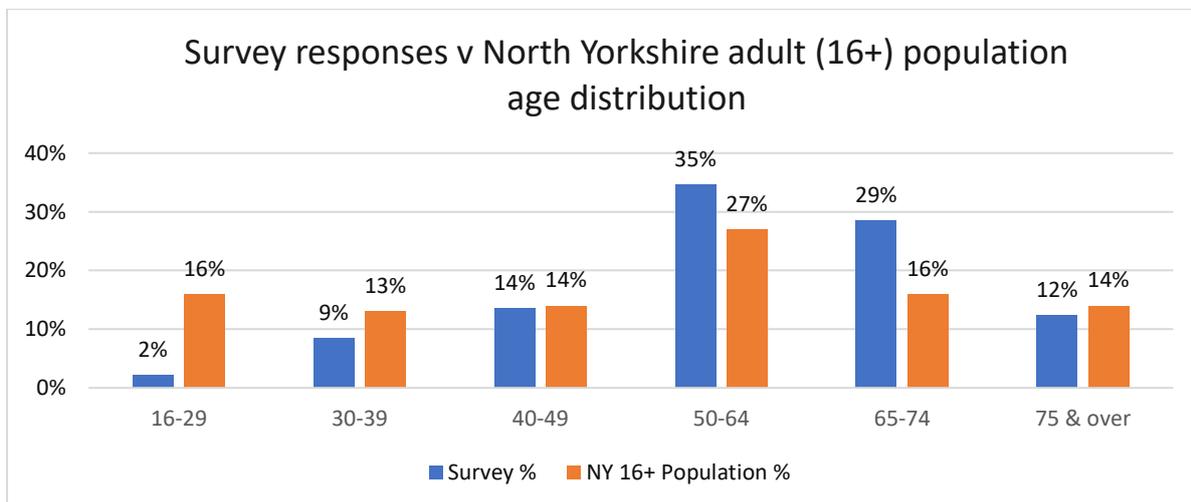
The chart below shows how the distribution of survey responses by geographical area compares to the distribution of the age 16+ population within North Yorkshire.

The Harrogate & Knaresborough area is overrepresented in the responses, while Scarborough & Whitby is underrepresented. In other areas, the proportion of survey responses is generally a good match (within one or two percentage points) with the size of population.



### Age group

The chart below shows how the age group distribution of survey responses compares to the age distribution of the age 16+ population within North Yorkshire.



The youngest age group, aged 16 to 29, are particularly underrepresented, while those aged 50 to 64 and 65 to 74 are overrepresented.

### Gender

There are nearly twice as many responses from females (64%) than male (34%), with 2% preferring not to say and a small number (6 responses) who describe themselves in another way.

### Disability/health condition(s)

Some 372 people in the survey consider themselves to be disabled or have a health condition, and this represents 19% of those providing this information. This is in line with ONS data which shows 17.5% of the North Yorkshire population are disabled under the Equality Act (6.8% say their day-to-day activities are limited a lot and 10.7% say they are limited a little). There are also 8.1% of people who are not disabled under the Equality Act but report having long-term a physical impairment or mental health condition, but their day-to-day activities are not limited.

### Employment status

Nearly half the people (48%) in the survey are working: 26% work full-time, 15% work part-time, 6% are self-employed and 1% have a zero-hours contract. Some 48% of people are retired while 2% are unemployed and 1% are students or undertaking an apprenticeship or training.

## **5.0 What happens next?**

The feedback from the Let's Talk Active survey will be used to inform future Active North Yorkshire services.

### **Health and wellbeing**

The survey underscores the heightened emphasis on health and wellbeing as a crucial priority for residents. Feedback indicates strong support for further development and enhancement of this focus within the Active North Yorkshire initiative. This is particularly significant for respondents with disabilities or long-term health conditions, who expressed the lowest satisfaction with their current activity levels.

### **Accessibility and barriers**

Accessibility and distance were frequently cited as barriers to physical activity. Recognising this, we understand the importance of providing opportunities not only within leisure centres but also across various other locations. This includes tailored sessions for individuals with disabilities or specific health conditions.

### **Future plans and partnerships**

We plan to collaborate with our partners to create a new Sport and Active Wellbeing service plan for North Yorkshire. This will prioritise health and wellbeing, outreach, and digital opportunities, allowing us to develop activities and programmes based on the feedback received. We will work with key partners to develop a new framework called 'Moving North Yorkshire', designed to ensure people are stronger for longer in mind and body through movement, play and sport.

### **Workforce development**

The survey highlighted the value of welcoming, supportive staff who make users feel comfortable. To ensure our workforce is well-trained and motivated, we will develop a workforce development plan in partnership with key stakeholders. This is essential to equip our workforce with the necessary skills to support individuals in becoming and remaining active, both now and in the future. In partnership with North Yorkshire Sport, Chartered Institute for the Management of Sport and Physical Activity (CIMSPA), City of York Council and York and North Yorkshire Combined Authority we will conduct a skills audit of the sector and develop an action plan for delivery.

### **Community engagement**

Building on the feedback received, we will continue to actively engage with residents to develop a network of Community Health Champions. These champions will help shape local delivery and increase participation opportunities in local areas. Active North Yorkshire wants to place a priority on 'you say, we do' as a principle for engagement and change.

### **Facility conditions and investment**

The survey provided valuable feedback, both positive and negative, regarding the condition of our current facilities. This information will guide our ongoing efforts to assess existing leisure facilities and establish investment priorities through a leisure investment strategy. Investment decisions will be informed by survey feedback to ensure that the layout, facilities, and equipment meet the needs and preferences of the community.

## Contact us

Online: [northyorks.gov.uk/contact-us](https://northyorks.gov.uk/contact-us)

By telephone: **0300 131 2 131** and say 'Let's Talk' when prompted

North Yorkshire Council, County Hall, Northallerton, North Yorkshire, DL7 8AD

You can request this information in another language or format at  
[northyorks.gov.uk/accessibility](https://northyorks.gov.uk/accessibility)