

Appendix 2

Selby District: Sports and Physical Activity Participation Assessment

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Participation Assessment

Introduction

- 2.1 This Appendix is the population and sports and physical activity participation and non-participation assessment report for Selby District.
- 2.2 It is developed because before assessing the sports facility needs it is essential context to first to understand the projected population change and the impact this has on the demand for sports facilities. Also to understand how the Selby District population then relates to sports and physical activity participation: who participates; how participation differs by age, gender and geography; motivations and barriers to participation. It is also essential to understand non-participation as this represents the latent demand for these sports facility types.
- 2.3 The structure and sequence of reporting in this assessment report is to:
- describe the role of Wigan leisure and Cultural Trust;
 - set out the projected changes in population for Selby over the 2015 – 2021 and 2015 – 2026 period;
 - describe the implications of population change on demand for swimming and indoor hall sports/sports hall;
 - describe the sources that provides the hard evidence data for sports participation;
 - set out the profile of sports participation by the total population, age and gender for Selby District and how that has changed over time. The findings from neighbouring authorities of East Riding and Wakefield (by agreement with the project team) are also included as well as for England wide, where relevant;
 - set out the findings on non-participation in total and by gender;
 - set out the costs and savings which could be made from specific illness by increased participation and the health costs of inactivity in Selby District;
 - set out the profile of participation in Selby in terms of the different types of sports and physical activity participants - the market segments profile of participation – the reasons for participation, motivations and barriers; and
 - set out a boxed summary of the key findings from all the headings in this assessment Appendix.

2.4 The main findings from this assessment are incorporated into the strategy document.

Wigan Leisure and Cultural Trust

2.5 Wigan Leisure and Cultural Trust (WLCT) works in partnership with Selby District Council (SDC) to deliver leisure facilities across the District. Services provided by WLCT include leisure centre management at Selby and



Participation Assessment

Tadcaster Leisure Centres, Selby Park and the development of sport and health through a dedicated sports development team.

- 2.6 WLCT seeks to deliver the Council 's 2015 – 2020 Corporate Plan objectives and priorities, these being:



- Making Selby District a great place to do business;
- Making Selby District a great place to enjoy life; and
- Making Selby District a great place to make a difference.

2.7 WLCT's performance is reviewed on a quarterly basis against a set of key performance indicators which, combined with the annual review, provide an in-depth review of the Trust's performance, achievements and the key strategic challenges for the future.

2.8 The findings from the WLCT annual performance report for 2014 – 15 have been considered and included in this profile of participation report to provide the local management and sports development evidence about sports and physical activity participation across Selby. (Note: it is acknowledged that the Selby Leisure Centre opened in March 2015 and therefore this annual report does contain very limited information relating to the performance of this centre).

2.9 WLCT's focus is to:

- improve the quality of sport, leisure and cultural provision for people throughout the District;
- increase awareness and participation in sport;
- meet the needs of children and young people;
- encouraging healthier communities;
- support the Health Improvement Programme through sports development;
- improve opportunities for older people;
- reduce the effects of social exclusion and develop more inclusive communities; and
- develop the Sport and Cultural Strategy.

Population change Selby District 2015 – 2026

2.10 The data used for the population assessment in Selby is the ONS population projections dataset by five-year age groups and gender. The provisos are as follows:

- Long-term sub national population projections are an indication of the future trends in population by age and sex over the next 25 years. They are trend-based projections, which mean assumptions for future levels of births, deaths and migration are based on observed levels mainly over the previous five years. They show what the population will be if recent trends continue.
- The projected resident population of an area includes all people who usually live there, whatever their nationality. People moving into or out of the district are only included in the resident population if their total stay in that area is for 12 months or more, thus visitors and short-term migrants are not included. Armed forces stationed abroad are not included, but armed forces stationed within an area are included. Students are taken to be resident at their term-time address.
- The projections do not take into account any policy changes that have not yet occurred, nor those that have not yet had an impact on observed trends. They are constrained at the national level to the national projections published in November 2014.

Main findings

2.11 The current (2015) population of Selby is estimated at 86,300 people, of which 42,300 are male (49%) and 43,900 are female (51%). The overall population structure is as follows (comparisons extrapolated from Sport England's Local Sport Profile and compared with the Yorkshire and Humber regional average and national average):

- very slightly fewer proportion of females than regional and national average;
- fewer people in the 16-19 age group than the regional or national average;
- considerably fewer people in the 20-24 age group;
- fewer people in the 25-34 age group;
- considerably more people in the 35-49 age group;
- more people in the 50-64 age group; and
- on a par with regional and national average for people aged 65+.

2.12 The 16+ population has increased since 2007, while younger people have decreased in number – the overall increase in population since 2007 has been about 5%, which corresponds with the national and regional average.

2.13 There are also the following:

- a smaller proportion of non-white residents (around 1%) than regional or national averages; and
- a slightly larger proportion of disabled people than regional or national averages, possibly a reflection of a high population aged 65+.

2.14 **Future population** - The total population of Selby is projected to rise from 86,300 people in 2015 to 90,000 in 2020 (4.2%) and 94,000 in 2026 (8.9% increase over 2015). The proportion of females to males will remain nearly the same at 50.6% females and 49.4% males in 2026. Over the two periods, the population is estimated to change as follows

- by 2021, increases in 5-14, 25-39 and 60+ age groups, with the biggest increase in the 60+. Decreases in 15-24 and 40 – 59 age groups; and
- by 2026 (compared with 2015), increases in 5-19, 30-39 and 55+, with the biggest increase in 55+ Decreases in 20-29 and 40 - 54.

2.15 **Implications for sports participation** - If these changes are analysed in accordance with the different age groups that generally take part in different sports, the situation is expected to be as follows;

Table 2.1: Population change by age bands for Selby District 2015 - 2026

Age group	Change 2015-2021	Change 2015-2026
Total population	+4.2%	+8.9%
Active population (5-54)	-0.5%	- 0.5%
Less active population (55 – 64)	+13%	+21.7%
Inactive population (0-4, 65+)	+22.6%	+23.5%
Junior sport (10-19)	+6.4%	+ 13.9%
Adult indoor sports (20-44)	0%	+ 2%

(Source ONS annual population projections based on 2011 Census projected to 2015)

- While the total population is estimated to rise by 4.2% to 2021 and by 8.9% over the 2015 – 2026 period, for the purposes of participation in sport, the active

population (i.e. those aged between 5 and 54) shows a 0.5% decrease in population

- There is also a category of less active population in the 55 – 64 age group and this is projected to increase by 22.6% between 2015 – 2021 and by 21% over 2015 – 2026. This age band does participate, albeit it has a lower rate of participation than in the younger age bands of the active population, hence the term less active population. This less active population does have a sizeable increase over the 2015 – 2026 period and will offset, to some extent, the very small decline in the more active population. (5 – 54). Indoor sports/activities which the 55 - 64 age band participates most in are swimming and social/recreational day time activity such as badminton and exercise/dance classes, as well as some low intensity fitness activity across both genders. Low impact exercise classes are also a popular activity and mainly for women. Motivations for participation are a health benefit and as a social and recreational activity. Outdoor activities are more popular than indoor especially walking and for men golf, fishing and cycling
- The inactive population meantime rises by 11% - 23% over the same period. It is important to distinguish the active from the inactive population in terms of age bands because the active population is the basis of the demand assessment. As table 1 above sets out there are different changes in the percentage of the population in the various age groups of 5 - 54. It is important to set these out as they will influence the demand for swimming pools and sports halls in the future
- As a proportion of the total population, the active population (5 – 54 years of age) is virtually unchanged over the 2015 – 2026 period. It is 53,300 people in 2015, then 53,000 people in 2021 and 53,100 people in 2026
- However, the main age bands for participation in indoor hall sports and exercise classes which can take place in sports halls are 20 - 44 years of age and this age band is unchanged 2015 – 2021 at 24,900 people. It is projected to increase to 25,400 people by 2026, an increase of 2% over 2015. So a very small increase in the population in the age group which participates most in indoor hall sports. The implications for the indoor hall sports is that population change in itself and irrespective of any increases in participation as the result of sports development initiatives is likely to remain virtually unchanged. In short population change in itself is not unlikely to generate an increase in demand for indoor halls sports and sports halls over the strategy period. (Note: there is not a category in the Active People survey which measures participation in the collective grouping of indoor hall sports)
- Swimming participation is spread over a slightly wider age bands than the 5 – 54 age bands and includes the 55 – 64 age band and 65 – 74 age band (next bullet point). The 55 – 64 age band increases from 11,500 people in 2015, to 14,000 people in 2021 and to 14,100 people in 2026. So a 2,600 – 2,700 population increase over the period. The Active People survey does measure changes in swimming participation and based on the benchmark once a week measure of at least once a week participation 6.5% of this age band across England swam in 2006 and 5.9% in 2014. Applying a participation rate of 6.5% to the Selby increase in population of 2,600 – 2,700 for this age band creates an increase in demand for swimming by the 55 – 64 age group 2015 – 2026 of 170 visits per week. So the increase in demand for swimming is small
- Swimming and low impact exercise classes are the main indoor activities that people aged 65 – 74 participate in. The England wide rate of swimming participation for this age range was 3.7% in 2006 and 3.4% in 2014, again based

on the at least once a week measure. The Selby population in this age range is 9,600 people in 2015, then projected to increase to 10,500 people in 2021 and 12,700 people in 2026. Applying the 2014 participation rate of 3.4% to the Selby 2021 population generates a demand of a further 357 visits per week in 2021. Applying the same participation rate to the 2026 population generates a demand of a further 431 visits, per week. Again a very small increase in swimming demand from overall projected growth in population by this age band. (Note; the national rate of OVERALL once a week participation for this age band is much higher at around 16% of the population. It is however focused very much on outdoor activity, especially walking. Second note: the 2014 participation rates from Active People are applied because the 2015 data is only for the October 2014 – April 2015 period and the six monthly data always shows a significant difference from the full year data and so the most recent full year data for 2014 is used).

- 2.16 The over 74 age group does increase in Selby but is unlikely to have any impact on participation, as most people at this age no longer take part in sport and physical activity. Their main activity is walking but with swimming remaining the main indoor activity. There is no participation data for the over 74 age group.
- 2.17 To summarise therefore and based on the projected changes in the Selby population over the 2015 – 2026 period, there is likely to be a static demand for indoor hall sports and a very small increase in demand for swimming from older age groups. This does compare how the projected increase in the Selby total population of 8.9% over the 2015 – 2025 period, impacts on the rate of participation by the different age bands in the active (5 – 54) and the less active population (55 – 64) and for specific activities of hall sports and swimming).
- 2.18 However, these findings should be considered alongside targets and development initiatives put in place by the local authority, through the sports development work of Wigan Leisure and Culture Trust, local sports clubs, national governing bodies of sport and the county sports partnership. Development work by these organisations could impact on increasing demand for sports halls and swimming pools. It will be getting some of the existing levels of population doing more and some of those who do nothing to do something.

Sources of Data and Evidence on Sports and Physical Activity Participation in Selby District

Sport England Active People Survey

- 2.19 Sport England's Active People Survey provides the most comprehensive assessment of levels of sports participation across the country at a local authority, county, sports partnership, regional and national level. It measures a range of performance indicators including participation levels, volunteering and satisfaction with local sports provision. It also measures participation in particular sports and activities and allows for an analysis of participation according to gender, disability, ethnicity and other demographic indicators.
- 2.20 For Selby District the findings for presenting adult participation in sport and physical activity are based on using the benchmark measure of once a week participation. In the past few years the benchmark measure adopted for measuring adult sports and physical activity participation has changed to once a week participation of 1 x 30 minutes of moderate intensity activity. This is applied by Sport England in sports policy and in its assessment of funding awards. Any sport included in the '1 x 30' sport indicator has to be undertaken for at least 30 minutes and at least moderate intensity.

2.21 The '1x30' sport indicator does not include recreational walking or recreational cycling (as the former NI8 indicator did). It does include more organised and intense/strenuous walking activities: Backpacking, Hill trekking, Cliff Walking, Gorge Walking, Hill Walking, Rambling, Power Walking and sport 'walking'. The '1x30' sport indicator does include light intensity activities for those aged 55 and over: (in recognition that for people of this age, they can be considered moderate intensity).

Sport England Market Segmentation

2.22 As part of the Active People survey findings Sport England analysed the data on the English population to produce 19 market segments with distinct sporting behaviours and attitudes. This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. In addition, the segments provide information on media consumption and communication channels, social capital, health indicators including obesity and engagement in the wider cultural sphere.

2.23 The power of these sporting segments lies not only in their ability to help us better understand the characteristics of our potential market but also to explore the market base at differing geographic levels. It is possible to analyse the market in a particular local authority. Each segment has been assigned a name which reflects the most popular first names for the group.

2.24 Market segmentation allows us to develop a more sophisticated, tailored approach to delivering services. In tailoring the service, we provide to the customer's individual needs, rather than adopting a 'one size fits all' approach. It is one of the best tools we have to improve public services and outcomes.

2.25 The market segmentation data on participation is based on at least once a MONTH participation and does therefore differ from the Active People benchmark measure of once a WEEK participation.

2.26 The market segmentation data for Selby for swimming pools and sports halls has been applied to develop:

- a spatial profile of participation – which market segments are most dominant spatially;
- a quantitative assessment of the number of participants for each facility type across each segment;
- a quantitative profile of participation across the segments by age and gender; and
- a descriptive profile of each segment which describes their motivations, barriers to participation as well as the sports they participate in most.

Local Health Profile

2.27 Health Profiles is Public Health England programme to provide health and health-related information across England. The profiles are produced annually and give a snapshot overview of health for each local authority in England. The profiles present a set of health indicators that show how the area compares to the national average. The indicators are carefully selected each year to reflect important public health topics.

- 2.28 The 2015 profile for Selby and the key findings which relate to the SDC Corporate Plan 2015 – 2020 objectives and participation in sport and physical activity are set out, so as to provide context for the challenge to increase the health of residents and the role that swimming pools and sports halls can play in this work.

Wigan Leisure and Culture Trust (WLCT)

- 2.29 WLCT delivers on behalf of the District Council programmes of sports development and healthy lifestyle programmes for adults and young people. These are set out in the WLCT annual reports under the commissioned services of the sports development team. As context for the impact of this sports development work on the overall participation data and trend information for participation, a summary of the programmes and the participant profile from the 2014/125 annual report from the commissioned programmes from SDC's Programme for Growth fund is set out.
- 2.30 These projects aim to address the needs of specific target groups and key issues within the community. The Sports Development team delivered the Move It and Lose It adult weight management and lifestyle changes programme, Healthy Active Children children's weight management project and Pitchup and Play diversionary football sessions alongside the role of Sports Development Co-ordinator (Workforce).
- 2.31 Key results are Move It and Lose It (MILI) an adult weight management and physical activity programme promoting healthy eating and regular exercise and delivered in partnership with Slimming World. MILI targets adults with a BMI ≥ 25 to participate in a twelve week programme of reduced cost Slimming World and WLCT exercise sessions. Participants are able to access one Slimming World group and two activity sessions per week for £24 (£2 per week).
- 2.32 Activity sessions delivered by the Sports Development Specialist Activity Instructor include use of Selby Profiles and Tadcaster Leisure Centre for participation in independent and / or targeted group exercise sessions. Additional community-based exercise sessions comprising appropriate movement and resistance-based training are offered at facilities in Eggborough, Riccall and Sherburn.
- 2.33 In 2014/15 MILI engaged with a total of 196 new participants (131 in Selby and 65 in Tadcaster). It delivered a total of 336 specific group exercise sessions with a total of 1,560 attendances. This project was on target to meet the annual KPI of 250 participants however recruitment stopped in mid-February owing to new parameters set from the new funding stream secured by WLCT and SDC from North Yorkshire Public Health in January 2015. This funding for 2015-2017 makes attendance free at source and therefore not chargeable for the initial 12 weeks of participation, unlike the previous project funded by SDC. The new project will commence in May 2015.
- 2.34 Throughout the two year period of funding the project: engaged with: 421 participants across six venues; engaged a total of 3,368 attendances; saw 30% of participants go on to enrol as leisure centre members; delivered a total of 472 specific group exercise sessions; achieved significant outcomes in terms of participants' weight management. 42% of participants have lost at least 5% of their starting weight (a weight loss known to have significant clinical benefits) compared to a national average of around 37% in similar schemes. In Selby, 68% of completers lost 5% of their starting weight; compared to 60% in other similar programmes run in Wigan.
- 2.35 Healthy Active Children project is part of a child weight management / healthy lifestyle programme. One hour sessions are delivered in five-week blocks to Year 1 and Year 4 children in primary schools across the District. The project aims to encourage and develop healthy lifestyles and habits, through the school environment, from the earliest

ages. The target for the project was to offer it to all 41 primary schools in the District, aiming to engage with 700 children. The initial year of the project targeted 30 primary schools and 500 children. 9 of these schools were targeted as priorities, based upon National Child Measurement Programme (NCMP) data identifying the highest rates of childhood obesity between Reception and Year 6, and the highest levels of obesity overall. In 2014/15 the project worked with 25 schools across the District (all 41 were offered the programme as per the target). It engaged with 1,328 participants (675 Year 1 pupils and 653 Year 4 pupils), 59 of which were registered as disabled. Total throughput for 2014/15 stood at 6,640 pupil attendances, 295 of these from disabled participants. Beyond the Healthy Active Children programme, five schools worked with WLCT to deliver after school clubs and school-based festivals engaging with a further 294 pupils.

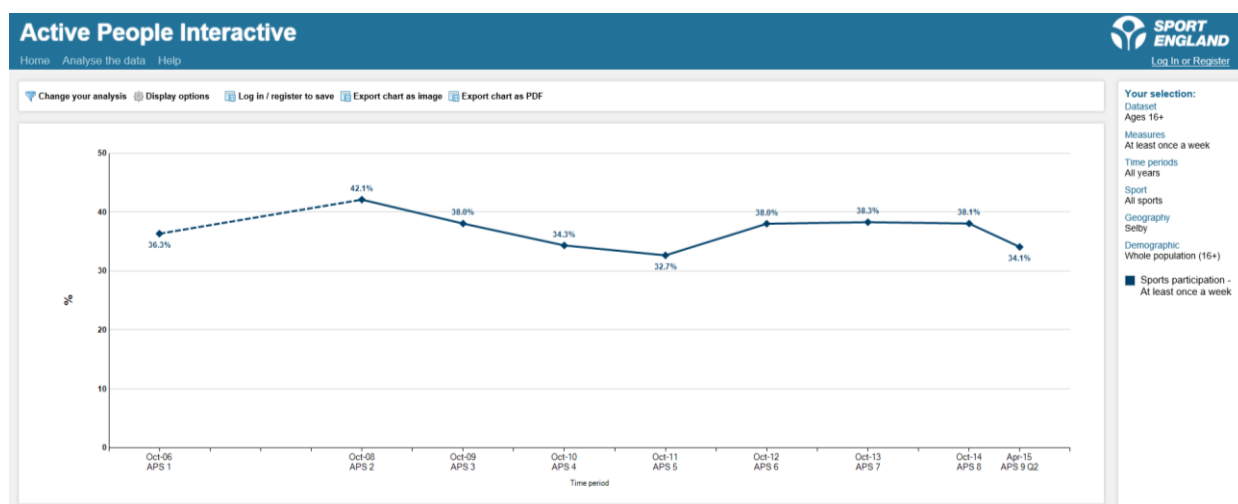
- 2.36 Throughout the two year period of funding the project engaged with 33 schools and 1,953 participants delivered through the Healthy Active Children Officer and the Specialist Activity Instructor posts funded by SDC's Programme for Growth fund.

Selby District Profile of Sports Participation

- 2.37 The first assessment is for the rate of adult participation over the period of the APS surveys from APS 1 in October 2006 to APS 8 October 2013 – October 2014. (Note: the first six month findings for APS 9 (from October 2014 – April 2015 are available. However, these are not used because the six month findings usually show a significant difference from the past annual set of findings). Also to note is the actual findings for participation are not clear in the charts in an A 4 format and so the findings are reported rather than just referring to the chart).

Once a week participation

Chart 2.1: Rate of adult participation in sport and physical activity based on once a week measure for Selby District 2006 – 2014



- 2.38 The chart shows the Selby rate of at least once a week adult participation has increased by 1.8% from 36.3% in 2006 to 38.1% in 2014. The rate of increase has fluctuated and decreased to 32.7% of the adult population participating in 2011 but increased to 38% the following year in 2012 and has remained at this level since then.

- 2.39 In comparison to the findings for East Riding and Wakefield, set out below in chart 2.2 below. Selby has a higher rate of participation than Wakefield and a lower rate than East Riding, not in 2006 but by 2014. In 2006 Wakefield's (yellow line) participation rate

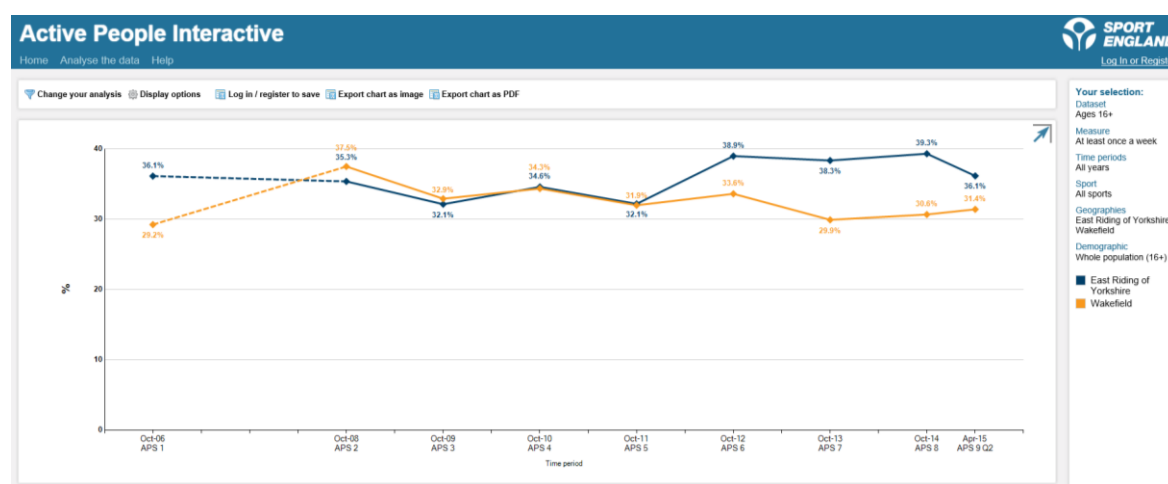
was 29.2% of adults participating at least once a week and this increased to 30.6% by 2014. This is an increase of 1.4% but is still 7.5% below that of the participation rate in Selby.

2.40 In East Riding (blue line) the 2006 participation rate was 36.1% in 2006 and this had increased to 39.3% in 2014: so an increase of 3.2% over the eight years. A summary table is at Table 2.2.

Table 2.2: At least once a week participation for Selby, East Riding and Wakefield 2006 – 2014

Name of authority	2006 once a week participation rate	2014 once a week participation	Percentage increase
Selby	36.3%	38.1%	+ 1.8%
East Riding	36.1%	39.3%	+ 3.2%
Wakefield	29.2%	30.6%	+ 1.4%

Chart 2.2: Rate of adult participation in sport and physical activity based on once a week measure for East Riding and Wakefield 2006 – 2014

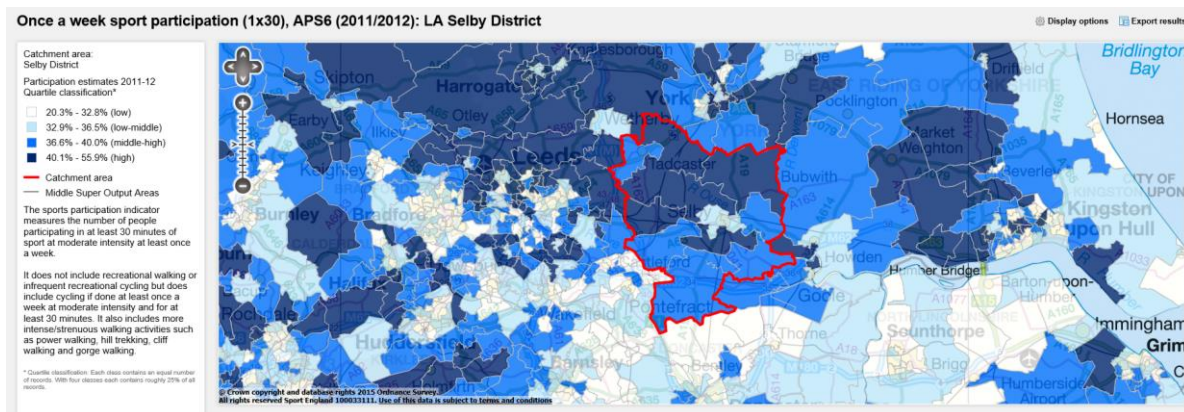


2.41 The same information on rate of once week participation can be set out spatially and for individual output areas. These findings for Selby District based on the findings from APS 6 between October 2011 – October 2012 (latest data available) shows that spatially the rate of participation does not vary and it is between 21.5% - 32.5% of the adult population.

2.42 The map shows that participation is highest in the output areas shaded dark blue where there is once a week participation rate of between 40% and 56%. This includes Tadcaster and the north side of Selby. There is a lower rate of participation (shaded mid blue) across the rest of the authority where the once a week rate is between 36.6% and 40%. The exception is an output area SE of Selby (shaded light blue) where the rate is lowest at 33% - 36.5%.

2.43 Participation is highest where swimming pools and sports halls are located – in Tadcaster and Selby and to the north side of Selby. This suggests that the location of facilities and physical access to them based on their catchment area is encouraging participation. However, participation is not that much lower in the other areas of the district and there is not a very varied patchwork of different participation levels across the district. So it is difficult to say the extent to which the location of facilities and their catchment area is influencing participation levels.

Map 2.1: Selby District. Once a week adult participation in middle output areas October 2011 – October 2012

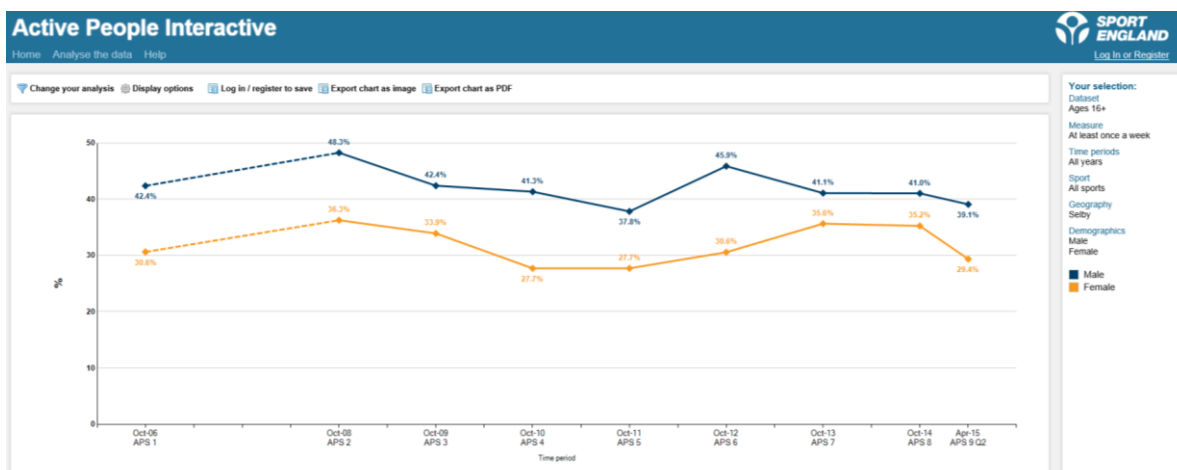


Participation by Gender

2.44 It is important to set out and consider the rate of sports participation by the different categories of participation as this will influence the sports facilities strategy. Topics to consider are: is the rate changing and if so by how much; how do these changes influence the demand for swimming and indoor hall sports; does the programming of facilities need to change to reflect differences in participation by for example age and gender?

2.45 The first topic is participation by gender and how this has changed over the period of the Active People surveys. This is set out below for both male and female participation over the 2006 – 2014 period. (Note the comparator authorities are not included in this chart simply because it would be too cluttered).

Chart 2.3: Rate of adult male and female participation in Selby District 2006 – 2014

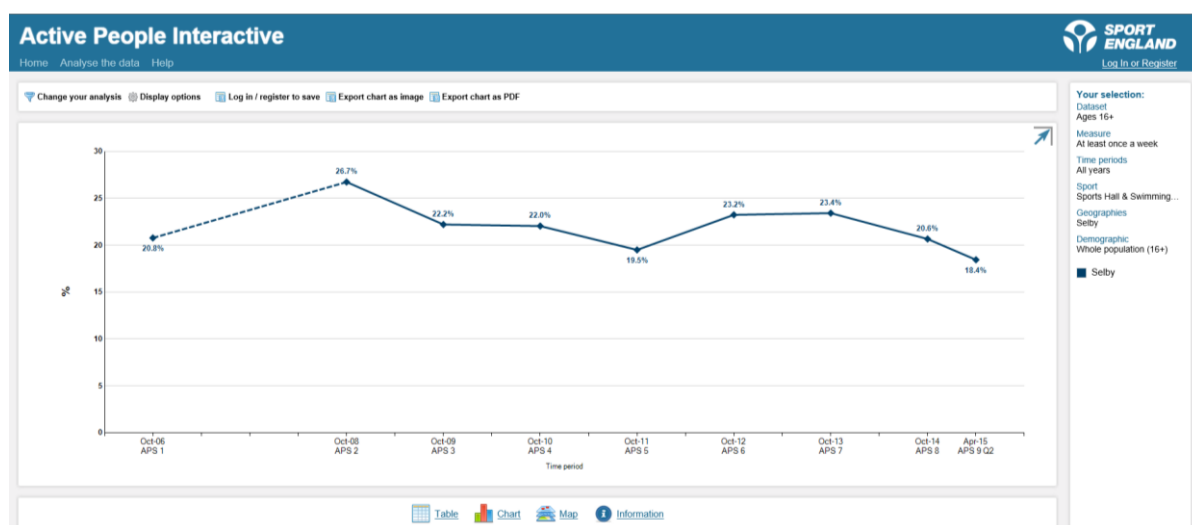


- 2.46 Male and female participation show a very similar track or close pattern of participation over the 2006 – 2014 period. Female participation (yellow line) has been consistently lower than male participation over the 2006 – 2014 period. Between October 2013 – 14 it was closest at 5% below that of male participation. The gap is however becoming more narrow with male participation being 8% higher in 2006 and 6% in 2014.
- 2.47 Female once a week participation was 30.6% in 2006 and has increased to 35.2% in 2014. So an increase of 4.6% over the eight years. Whilst the male once a week participation rate (blue line) has remained nearly the same, it being 42.1% in 2006 and declined by 1.4% to 41% in 2014.
- 2.48 These trends and changes have significance for the indoor facilities strategy. The main indoor facilities/activities that females participate in are swimming, keep fit/dance/exercise classes and gym. Whereas for men it is more about indoor hall sports and gym. So to increase participation amongst females in use of sports halls is more challenging. It is much more about changing the programming of sports halls to provide dance, exercise and fitness classes as the activity rather than hall sports. The main indoor hall sport is netball.
- 2.49 Swimming is more evenly balanced between the genders but programming of pools/swimming activities is not based on gender and so there is not the choice to programme pools to encourage more participation by one gender or another.

Participation by sports facility types – swimming pools and sports halls

- 2.50 It is important to review the findings based on the benchmark once a week measure of adult participation for the sports facility types in the Selby District Strategy. Is the rate of participation changing in the sports/facility types over time because if it is then this will impact on the levels of demand for the facilities?
- 2.51 The data for facility types is not that extensive in the Active People survey, when assessed at individual local authority level. The reason is the sample size of the AP survey at 1,000 respondents over the one year period of any APS survey. This, coupled with the low participation rate for particular sports, for example badminton or volleyball, means that in any one Active People survey there are only a few respondents who play a particular hall sport. Making assessments about participation rates from such a small sample is not reliable.
- 2.52 For these reasons Sport England does not categorise the AP findings by all individual facility types or sports. Sports halls are not included as a category on their own whereas swimming is. However, sports halls are included in a category with swimming pools.
- 2.53 The findings for this facility category are set out below in Chart 2.3 for the APS survey years. It shows participation has fluctuated over the eight years but within a narrow range. In 2006 the once a week participation for hall sports and swimming was 20.8% of the Selby adult population. This increased to 26.7% of adults in 2007 and since then has declined to 20.6% of the adult population in 2014. So in effect no change over the eight year period.

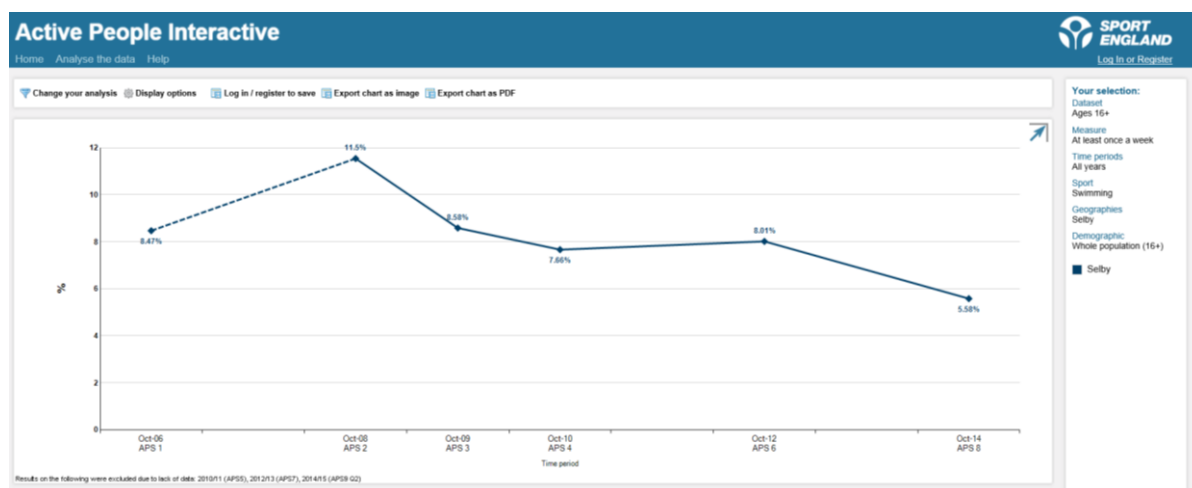
Chart 2.4: Rate of once a week sports participation for sports halls and swimming pool. Active People surveys for Selby District 2006 – 2014



2.54 Swimming because it is the most popular activity and has participation across all age ranges and for both genders it is assessed in AP as a stand-alone facility type.

2.55 The rate of once a week adult swimming participation in Selby in 2006 was 8.4% and this increased to 11.5% in 2007. Since then it has declined and is 5.5% of the adult population swimming at least once a week in 2014.

Chart 2.5: Rate of once a week sports participation for swimming. Active People surveys for Selby District 2006 – 2014



2.56 The rate of swimming participation has declined nationally and in most local authorities. Chart 2.5 sets out the findings for England wide (blue line) and for East Riding (yellow line) and Wakefield (red line). The rates in 2006 were 8% 8.4% and 7.6% respectively. In 2014 the rates were 6.1%, 5.6% and 7.3% respectively – so a decline in all three areas. This is set out in Chart 2.5 below and then summarised in Table 2.3 below that.

2.57 The closure of the Selby Leisure Centre following the fire and the period up to the new centre opening in 2015 would undoubtedly have impacted on the participation in

swimming. The other pools closest to the Selby Centre being pools either in schools private and public or the commercial pool do provide access for swimming for either club use or by members of the venue. There is not access for pay and play recreational swimming which is the majority of the swimming participation.

Chart 2.5: Rate of once a week participation for swimming for England, East Riding and Wakefield Region 2006 – 2014

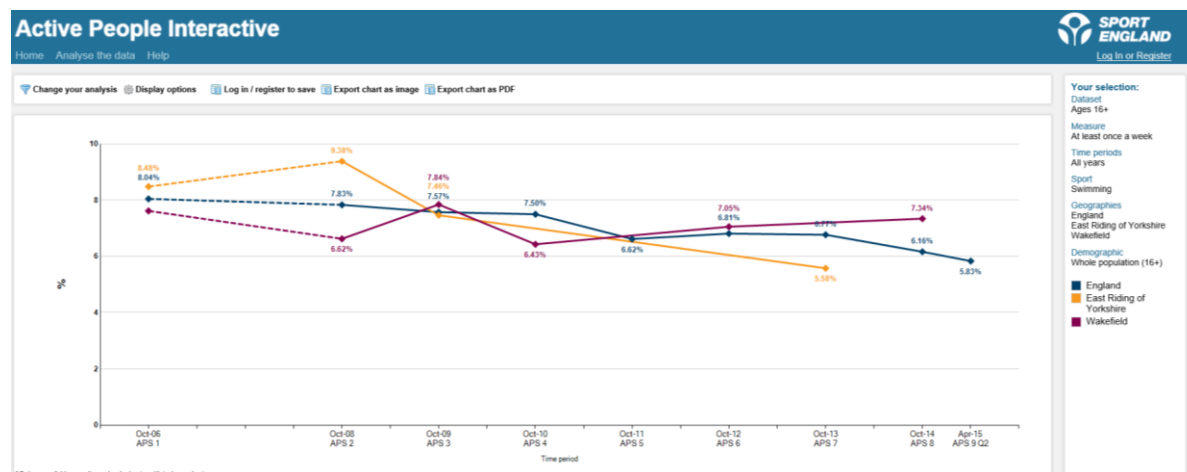


Table 2.3: At least once a week participation in swimming for Selby, East Riding, Wakefield and England 2006 – 2014

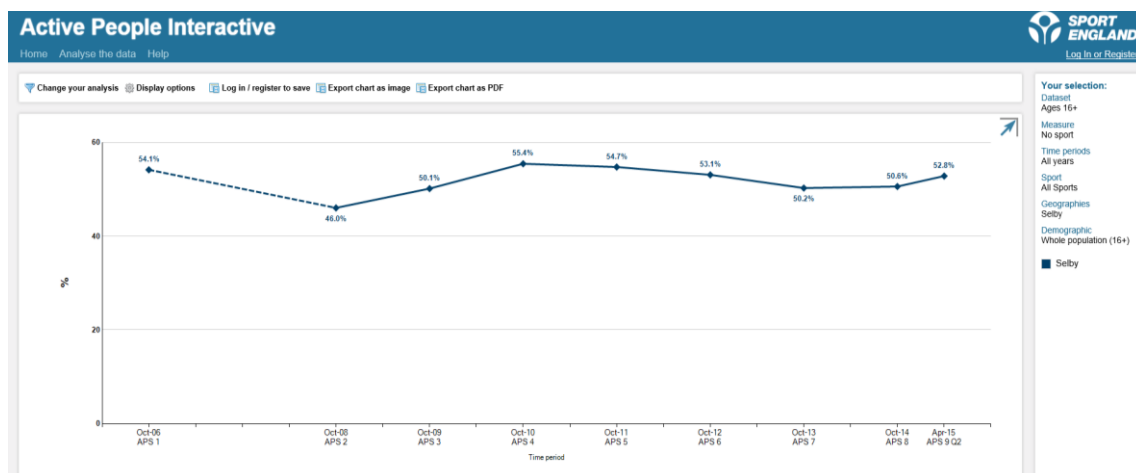
Name of authority	2006 once a week participation rate	2014 once a week participation	Percentage change
Selby	8.4%	5.5%	- 2.9%
East Riding	8.4%	5.6% (for 2013)	- 2.8%
Wakefield	7.6%	7.3%	- 0.3%
England wide	8%	6.1%	- 1.9%

Rate of NON Participation and inactivity in Sport and Physical Activity Participation in Selby

- 2.58 As well as evaluating the rates of participation by age, gender and sports it is even more important to evaluate the overall levels of NON participation.
- 2.59 A wider objective of Selby District Council its Corporate Plan 2015 – 2020 and the objectives of WLCT in helping to deliver the corporate plan is to encourage a healthy and active lifestyle as part of everyday life amongst residents. The direct provision of indoor sport facilities is a means to achieving that end.
- 2.60 Having set out the profile of participation the next topic is what is the size of the challenge to get people involved who do NOT participate in any form of physical activity and how has the size of this challenge changed over the years?
- 2.61 Set out overleaf in Chart 2.6 is the percentage of the Selby population over the 2006 – 14 period who do NOT take part in any form of sport or physical activity.

2.62 The rate of total NON participation in sport and physical activity in Selby has decreased from 54.1% of the adult population in 2006, to 50.6% in 2014, a decline of 3.5%. In between it has fluctuated between being as low as 46% in 2007 and was highest in 2010 at 55.4% of the adult population doing no activity.

Chart 2.6: Rate of Adult NON Participation in Sport and Physical Activity for Selby 2006 - 14



2.63 The Selby findings are broadly similar to those of the East Riding Yellow line), Wakefield (red line) and for England wide (blue line) and these are in chart 2.7 below. The rates of total non-participation in 2006 were 54.3%, 61.1% and 54.3% respectively. In 2014 the rates of non-participation were 50.9%, 60.2% and 50.6% respectively. These are set out in Table 2.4 after the chart.

2.64 By 2014 Selby has the lowest rate of non-participation, it being 50.1% of the adult population who do no activity.

Chart 2.7: Rate of Adult NON Participation in Sport and Physical Activity for East Riding, Wakefield and England wide 2006 - 14

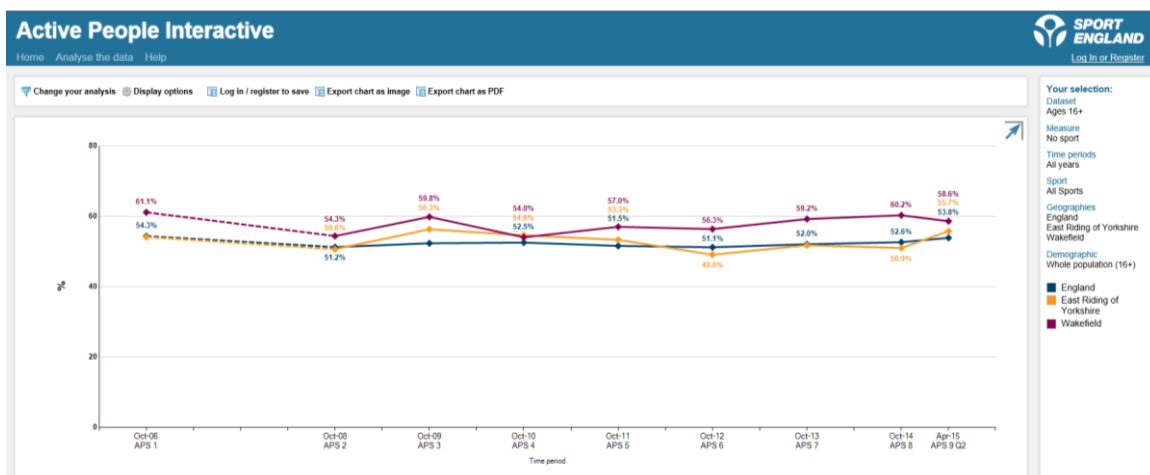
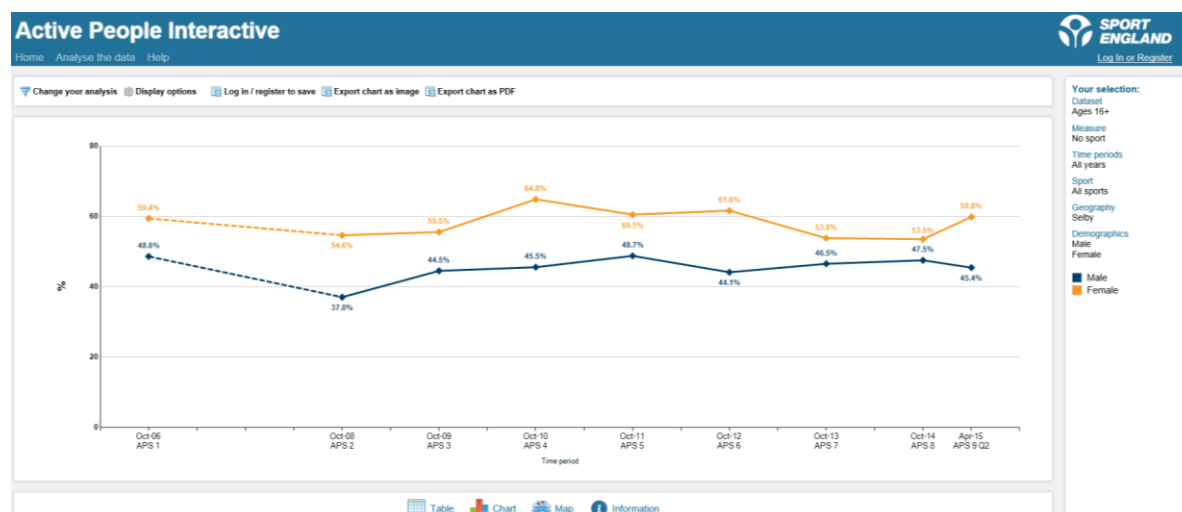


Table 2.4: Rate of adult non-participation for East Riding, Wakefield and England 2006 – 2014

Name of authority	2006 NON participation rate	2014 NON participation rate	Percentage change
Selby	54.1%	50.6%	- 3.6%
East Riding	54.3%	50.9%	- 3.4%
Wakefield	61.1%	60.2%	- 0.9%
England wide	54.3%	50.6%	- 3.7%

2.65 Turning to non-participation by gender in Selby shows that female non-participation (yellow line) is higher than males. In 2006 it is 59.4% of adult females who do no activity and by 2014 this fallen to 53.5%, a decrease of 5.9%. Male non-participation is 48.6% in 2006 and only falls by 1.1% to 47.5% by 2014. This identifies the scale of the challenge to create a more active population in Selby. Not higher than national and nearby local authorities but one in two of the adult population who do no sport or physical activity.

Chart 2.8: Rate of Adult NON Participation in Sport and Physical Activity by gender for Selby 2006 - 14



Health Impact of Sporting and Physical Activity and Inactivity across Selby

2.66 As mentioned, creating a healthy and physically active lifestyle is a key driver for Selby District Council. So it is important to examine the direct health benefits from increased participation. Evidence for this assessment is provided by the survey of Health Impact of Physical Inactivity (HIPI).

2.67 This HIPI data uses estimates of local levels of physical activity from the Sport England Active People survey. It models the potential benefit from increased levels of physical activity has on reducing the levels of preventable deaths from specific levels of activity, if 100%, 75%, 50% or 25% of the local population undertake the UK Chief Medical Officers' recommended levels of physical activity.

- 2.68 These findings are based on the 40 -79 age band and so in terms of age bands it starts with a much later age than Active People and goes beyond the 65+ age band which has been set out earlier for the profile of adult participation across Selby. The reason for the HIPI survey selecting the 40 - 79 age range is because it is the age range when the greatest number of deaths from these illnesses occur.
- 2.69 The second set of HIPI results is up to March 2014 and the findings for Selby are set out in Table 2.4 below. Perhaps the surprising finding in the table is that, based on the once a week rates of adult participation which Selby is achieving, then the levels of preventable deaths are low at the range of between 25% and 50% of the adult population being active.
- 2.70 It is only when the participation rate is at the 75% - 100% of the adult population that the preventable deaths as a proportion of the total deaths becomes significant. These findings, allied to the findings that 50% of the Selby adult population in October 2014 do no activity, does underline the scale of the challenge to create both a healthier lifestyle amongst residents.
- 2.71 Another slant on the HIPI data is that the HIPI findings are the tip of the iceberg in terms of benefits because it measures preventable deaths from increased activity. It does not measure the reduced costs to the health service by not having to treat so many people with these illnesses because they are more active.

Table 2.5: HIPI Burden of Illness and Death from Physical Inactivity 40 – 79 for Selby District 2014 (1)

Conditions Preventable through physical activity	Latest annual deaths for Selby (2)	Preventable deaths if 100% active (3)	Preventable deaths if 75% active	Preventable deaths if 50% active	Preventable deaths if 25% active
Selby					
Total deaths	308	56	38	20	3
Coronary heart disease	139	11	8	4	1
Breast cancer	57	12	8	4	1
Colorectal cancer	41	8	6	3	0

(Source: Public Health England; Health Impact of Physical Inactivity Findings for 2014)

(1) This age range is not one of the standard age ranges for Active People measures of sports participation. The age range has been constructed for health reasons and the raw AP data extracted for this age range

(2) Latest annual figures is for deaths registered between 2007 - 2011

(3) The explanation of the definition of what is 100% active (of for other percentages of activity) is not defined. It is based on the Chief Medical Officer's definition which in turn might be one of the Active People measures of activity, for example 1 hour of physical activity once a week, or, 5 x 30 minutes of moderate intensity activity in sport or physical activity a week

Financial Costs of Activity and Inactivity

- 2.72 Activity is usually measured in terms of participation to create by a more active and healthy personal lifestyle and the benefits measured in these terms as has been set out. However, it is also possible to measure the financial costs of activity and inactivity.

2.73 The HIPI data does not measure financial costs/savings from these major illnesses. It is however possible from other sources to document the financial costs from the health impacts of physical activity and inactivity for these illnesses and some others. This is set out in Table 2.6 below for Selby and also has the same findings for the Yorkshire and Humber Region and England wide.

Table 2.6: Health Costs of Physical Inactivity for Selby, East Region and England wide 2014

Disease category	Selby	Yorkshire & Humber	England
Cancer lower GI e.g. bowel cancer	£104,257	£7,433,297	£67,816,189
Breast Cancer	£87,461	£6,004,343	£60,357,887
Diabetes	£ 241,786	£17,937,437	£190,660,420
Coronary heart disease	£672,165	£48,712,084	£491,095,94
Cerebrovascular disease e.g. stroke	£179,931	£13,087, 727	£134,359,285
Total Cost	£1,285,600	£93,175, 698	£944,289,72
Cost per 100,000 population	£1,555	£1,758	£1,817

(Source: Sport England commissioned data from British Heart Foundation Health Promotion Research Group for PCTs, reworked into estimates for Local Authorities Year 2009 – 10)

2.74 Possibly the key finding in Table 2.5 is the bottom row which compares the total cost of these illnesses for each area. The Selby costs are £1,555 per 100,000 population. This is lower than the Regional figure at £1,758 per 100,000 population and even further below the England wide figure at £1,817 per 100,000 population.

Sport England Market Segmentation - What is the profile of adult sports participation in Selby?

2.75 The final part of the profile of sports and physical activity participation for Selby District analyses the findings from the Active People market segmentation and provides a more detailed picture of the types of sports and physical activity participants and how the participation profile differs spatially across Selby.

2.76 As part of the Active People survey findings Sport England analysed the data on the English population to produce 19 market segments with distinct sporting behaviours and attitudes.

2.77 This includes information on specific sports people take part in as well as why people do sport, whether they want to do sport and the barriers to doing more sport. In addition, the segments provide information on media consumption and communication channels, social capital, health indicators including obesity and engagement in the wider cultural sphere.

2.78 The power of these sporting segments lies not only in their ability to help us better understand the characteristics of our potential market but also to explore the market base at differing geographic levels. Each segment has been assigned a name which reflects the most popular first names for the group.

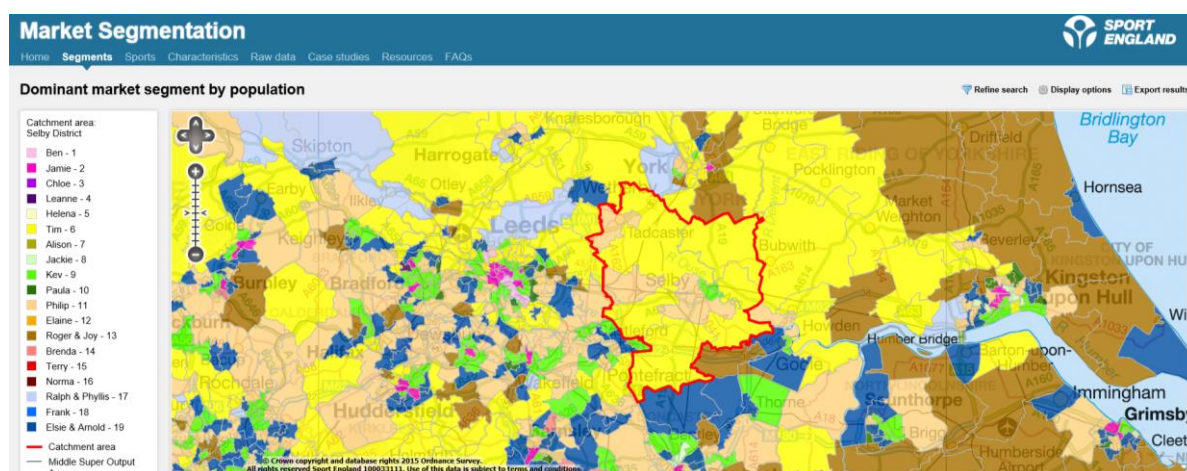
2.79 Market segmentation allows us to develop a more sophisticated, tailored approach to delivering services. In tailoring the service, we provide to the customer's individual needs, rather than adopting a 'one size fits all' approach. It is one of the best tools we have to improve public services and outcomes.

2.80 The market segmentation map, profile and data for Selby District is analysed. (Note: the data is for 2012 and market segmentation is based on at least ONCE A MONTH participation of 30 minutes duration of moderate intensity. Whereas the preceding Active People data is based on at least ONCE A WEEK participation by the same 30 minutes at moderate intensity). The findings set out are:

- a map illustrating the single dominate market segment SPATIALLY in each middle output area. This does not mean there are no other market segments in each output area, just that the map only shows the MOST DOMINATE SEGMENT;
- a market segmentation chart illustrating the total population for each market segment. This complements the map by providing the QUANTITATIVE population for each market segment in Selby and which can be compared to the participation in hall sports and swimming;
- a profile of the most dominate segments spatially and quantitative. Description of the activities that are most likely to appeal to each segment and information on motivation factors to increase participation and barriers;
- a table with a summary profile of all 19 market segments; and
- each map, chart, table is followed by a description of findings.

2.81 The first part is the spatial assessment and Map 2.2 shows the most dominate market segment in each middle output area in Selby

Map 2.2: Most dominant market segments in Selby by location 2012

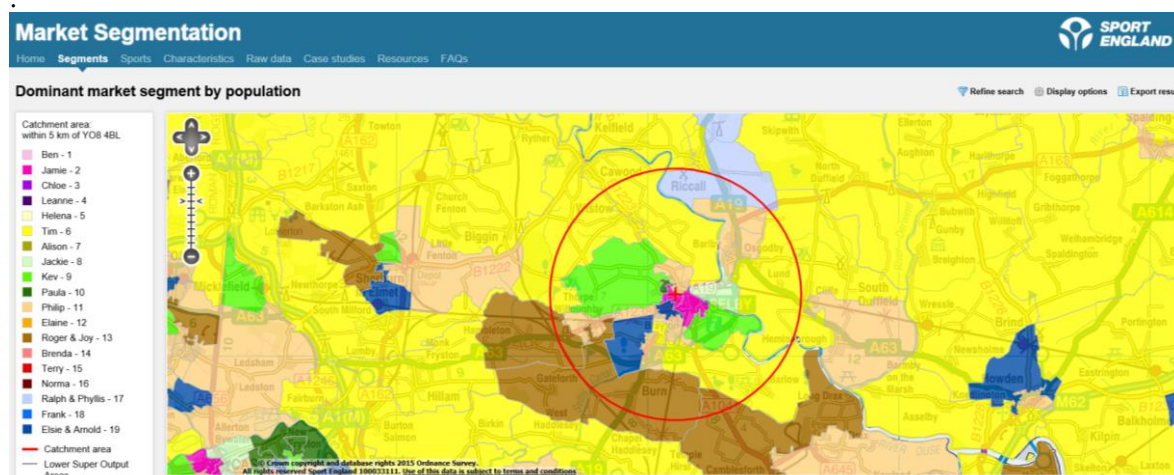


2.82 There are five dominate market segments across the middle output areas of Selby. This is within the usual range of dominate segments for an authority. However, there is a very strong representation of Tim (shaded yellow) and which represents around 75% of the Selby total output areas. The other dominate segments in order of scale are: Philip (shaded beige); Roger and Joy (dark brown); Elsie and Arnold (shade dark blue); and Kev (shaded lime green).

2.83 Given the spatial dominance of Tim across Selby, the market segment maps for a 3 mile catchment area of the Selby and Tadcaster Leisure Centres are also set out as Maps 2.3 and 2.4 overleaf, to see if these is a more graduated or different segment profile within the catchment of these two centres. In effect there is very little change from the district wide findings.

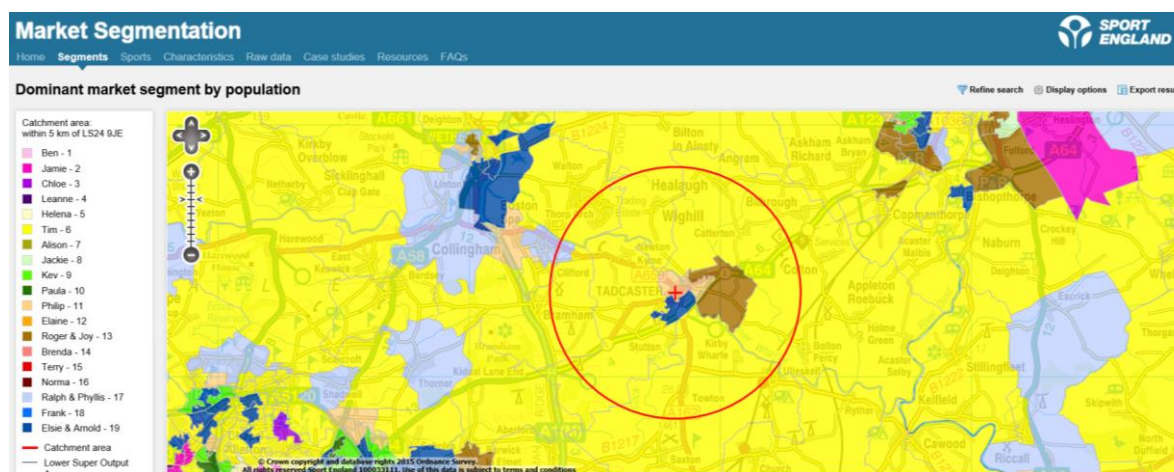
2.84 For the Selby centre there are two new segments but in a very small area. These are Jamie (shaded pink) and Ralph and Phyllis (shaded light blue). There is less dominance of Tim and more of a balance across the segments. Tim is most dominant at 60% of the catchment area with more of Kev around 20% and then Roger and Joy around 10% with the other segments making up the remaining 10%.

Map 2.3: Most dominant market segments within a 3 mile catchment area of Selby Leisure Centre



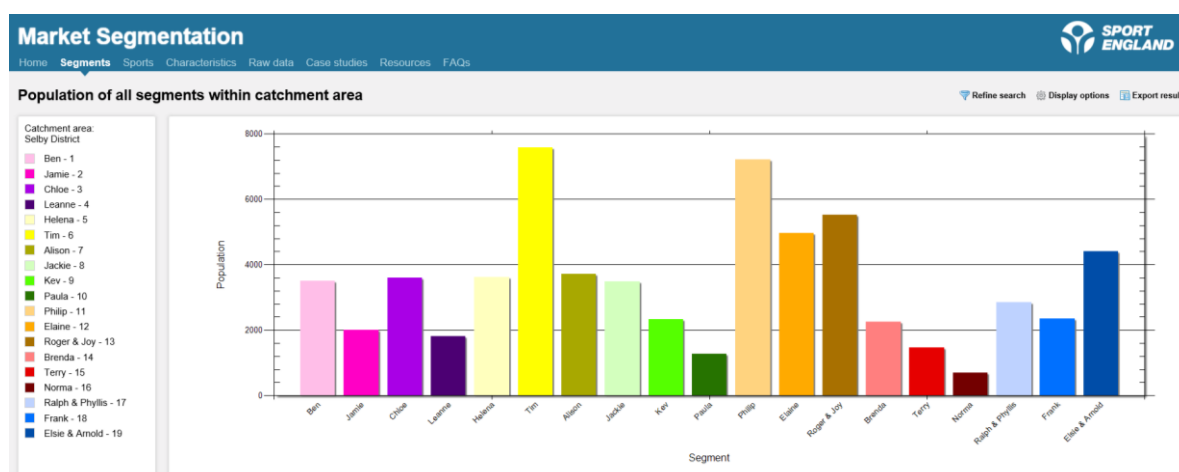
2.85 For the Tadcaster Centre it is much more dominated by Tim at around 90% of the output areas with the other same segments making the remaining 10%.

Map 2.4: Most dominant market segments within a 3 mile catchment area of Tadcaster Leisure Centre



2.86 In terms of the population segments by population numbers it shows markets it shows that the same market segments have the highest population numbers but a much closer population total between Tim and Philip.

Chart 2.9: Market Segments by population totals in Selby 2012



2.87 The breakdown is set out in Table 2.6 for the eight most dominate segments by population numbers

Table 2.6: Population numbers and percentages for top eight markets segments in Selby District 2012

Name of Market Segment	Age range of segment	Total population in Selby	% of total adult (16+) population in Selby
Tim	26 - 45	7,591	11.7%
Philip	46 - 55	7,217	11.2%
Roger and Joy	56 - 65	5,534	8.6%
Elaine	46 - 55	4,959	7.7%
Elsie and Arnold	66+	4,410	6.8%
Alison	36-45	3,711	5.7%
Helena	26 - 45	3,650	5.6%
Chloe	18-25	3,594	5.6%

2.88 In summary the findings from the map and charts are:

- There are 2 male, 4 female and 2 male/female segments in the top eight segments in terms of population numbers
- The male segments are aged 26 – 45 (Tim) and 46 – 55 (Philip). These male segments make up 22.9% of the Selby adult market segmentation population. So over one in five are either Tim's or Philip's
- The 3 female segments are aged between 46 – 55 (Elaine) 36 – 45 (Alison), 26 – 45 (Helena) and 18 – 25 (Chloe). These four segments make up and Helena and these make up 24.6% of the total adult market segment population in Selby
- The two joint male/female segments are aged between 56 – 65 (Roger and Joy) and 66+ (Elsie and Arnold. These 2 segments make up 15.4% of the adult market segment population in Selby
- In terms of age bands, only one of the top eight segments is below the age of 25 and that is Chloe and only represents 5.6% of the total adult market segment population. In short Selby is not a district with a young sporting profile. In the 18 – 25 age range there is a higher than the national average rate of sports and

physical activity participation. Also sports/physical activity participation is an important lifestyle choice for the segments in this youngest age band

- Four of the top eight segments in population numbers in Selby are above 46 years of age and this represents 34.3% of the total adult market segments population. So one in three of the participants is over 45 years. People in this are range participating for recreational, social activity and with a strong personal health motivation. Rates of participation are below national average rates of adult participation
- For six of the top eight segments in population numbers swimming is an important activity – swimming has appeal/participation across all age bands and both genders. The reasons for swimming participation by these segments are for enjoyment as a recreational social and as a family based activity. Plus, participation for a health benefit – especially amongst the older age groups.

2.89 The activities, key barriers and motivating factors for each of the top eight market segments for Selby are in order of population numbers summarised below.

- **Segment 6 – Tim settling down males (26-45)** Tim is the dominate segment both spatially and in population Tim accounts for 11.7% of Selby adult market segment population, compared to 8.8% nationally. Tim is a relatively active segment who enjoys sport and is likely to take part on a regular basis. He is likely to be a member of a sports club and to take part in competitive sport. This segment is motivated by opportunities to improve performance, enjoyment, keeping fit, socialising. Those that have children are also motivated by opportunities to take their children to participate in sport. A major barrier for this segment is work commitments indicating that facilities with longer opening hours may help to encourage this segment to participate. Most popular sports for Tim are in order, cycling, swimming, keep fit/gym, football and road running.
- **Segment 11 – Philip comfortable mid-life males (46-55).** Philip is another relatively active segment and is the most active segment within this age group. He is likely to enjoy team sports such as football and cricket as well as indoor activities including badminton and gym-based activities. Like Tim, Philip is likely to be a member of a club and to take part in competitive sport. Motivations for this segment include meeting friends, taking children, keeping fit and enjoyment. Barriers include being too busy, particularly due to work commitment.
- **Segment 13 – Roger and Joy early retirement couples (56 – 65)** Roger & Joy are slightly less active than the average adult population. Roger & Joy have below average levels of sports participation. 66% of this segment has done no sport in the past four weeks, compared with 60% of all adults. 38% have participated in sport at least once a week, which is consistent with other segments of the same age. The top sports that Roger & Joy participate in are keep fit/gym and swimming which are the most popular sports with 13% of the segment doing these, followed by cycling with 8% of this segment doing cycling, golf with 6% of the segment playing golf and angling with 2% of this segment doing angling. Their participation levels are below average for all these sports, with the exception of golf and angling. Motivations to participate more are improving health and activity with family. Barriers to increased participation are transport/access and health.
- **Segment 12 – Elaine empty nest career ladies (45 – 54)** Elaine's sporting activity levels are consistent with the national average, and slightly above average for some indicators. 23% of Elaine's are likely to be a member of a health club and

may also attend classes – 22% of this segment has received instruction in the past 12 months. The top sports that Elaine participates in are Keep fit/gym and swimming which are the most popular sports with around a fifth of the segment doing these, followed by cycling (7%), athletics or running (3%), tennis (2%), badminton (2%) and horse riding (2%). Motivations to participate more are keeping fit and losing weight. Barriers to increased participation are lack of time and interest.

- **Segment 19 – Retired Elsie and Arnold (60+)** Elsie & Arnold are much less active than the average adult population, but their activity levels are more consistent with other segments in this age range. They are likely to be doing less sport than 12 months ago, mainly due to health or injury. The top sports/activities that Elsie & Arnold participate in are walking, swimming, dancing, bowls and low impact exercise. 7% of this segment take part in swimming, and 3% do bowls. Motivations to do more are improved transport and more people to do activity with. Barriers are age and health.
- **Segment 7 Alison – Stay at home females (36 – 45)** Paula is not a very active type and does mainly family based activity as well personal participation, for example going swimming with the family. The top sports/activities that Paula participates in are keep fit gym. With 18% of Paula's participating compared to 17% nationally. 17% of Paula's swim compared to 14% nationally. Motivations for Paula are to do more activity to lose weight and be more active with children to motivate them. Barriers for Paula are costs of child care, competing time for organising the family and work and a lack of confidence to try things.
- **Segment 3 – Chloe Fitness class friend (16 – 25)** Chloe is an active type that takes part in sport on a regular basis. Chloe is the most active young female segment amongst the adult population, but she is less sporty than young, male segments Ben or Jamie. The top sports that Chloe participates in are: 28% of this group take part in 'keep fit and gym' compared to 17% of all adults; 24% take part in swimming compared to 14% of all adults; and 14% take part in athletics or running. Motivations for Chloe are enjoyment 47%, keeping fit 45%, socialising 15% and losing weight (12%). Barriers for Chloe are 'left school', 'no opportunity', and 'economic/work reasons'. Family is a barrier for 20% of this sector compared to for 7% of all adults.
- **Segment 5 – Helena career focussed female (26 – 45)** Helena is an active type with above average national rates of participation. Sport and physical activity are important life style choices for her. The top sports that Helena participates in are keep fit and gym with 26% participating, swimming where 22% participate and cycling with 11% participating. Helena's also participate in road running, tennis, and golf but to a lot lesser extent. Motivations for Helena are to keep fit, enjoyment and socialising. Barriers are work commitment and as with Chloe left school', 'no opportunity',

2.90 To provide the rounded picture and profile of ALL 19 market segments, their population numbers, details of the sports/activities most likely to appeal to each segment as well as information on barriers and motivating factors affecting them are set out in Table 2.7 overleaf. The top eight largest segments in Selby in terms of population numbers are shown in blue.

Table 2.7: Profile of all 19 market segments Selby District 2012

Segment number	Total and (% of adult population in Selby	Forename & brief description	Gender / age / status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	MS Participation on Activity
01	3,498 5.4%	Ben Competitive Male Urbanites	Male 18-25 Single Graduate professional	Rugby, Squash, Windsurfing, Tennis, Cricket, Climbing, Gym, Football	Improving performance Training for competition Social Enjoyment Keep fit	Time Interest	Better facilities People to go with Improved transport	Most active in population Approx. 20% zero days
02	2,007 3.1%	Jamie Sports Team Drinkers	Male 18-25 Single Vocational Student	Basketball, Football, Weight Training, Badminton, Boxing, Martial Arts	Social Performance Competition	Time	Better facilities People to go with Longer opening hours	Second highest participation of all types Approx. 30% zero days
03	3,594 5.6%	Chloe Fitness Class Friends	Female 18-25 Single Graduate Professional	Body combat, Netball, Pilates, Running, Aqua Aerobics, Gym, Swimming	Weight Fitness	Time	Cost Opening Hours Facilities People to go with	Active type 30-35% zero days
04	1,809 2.8%	Leanne Supportive Singles	Female 18-25 Single Likely to have children Student / part time vocational education	Swimming, Gym, Aerobics, Ice Skating, Dance Exercise, Body Pump, Utility Walking	Losing weight Activities for children	Health isn't good enough Time	Help with child care Longer opening hours Cost	Least active of A but does participate 40-45% zero days
05	3,650 5.6%	Helena Career Focused Females	Female 26-35 Single Full time professional	Gym, Road Running, Dance Exercise, Swimming, Body Pump, Yoga	Losing weight Keeping fit Improving performance	Time People to go with	Longer opening hours People to go with	Very active type 30-35% zero days

Segment number	Total and (% of adult population in Selby	Forename & brief description	Gender / age / status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	MS Participation Activity
06	7,591 11.7%	Tim Settling Down Males	Male 26-45 Single / married May have children Professional	Cricket, Cycling, Squash, Swimming Golf,	Improve performance Keep fit Social	Time	More free time Help with childcare	Very active type 25-30% zero days
07	3,751 5.7%	Alison Stay at Home Mums	Female 36-45 Married Housewife Children	Swimming, Badminton, Aerobics, Pilates, Tennis, Cycling, Horse Riding, Exercise Bike	Taking children Losing weight Keeping fit	Time	Help with childcare Better facilities	Fairly active type 30-35% zero days
08	3,485 5.4%	Jackie Middle England Mums	Female 36-45 Married Part time skilled worker, housewife Children	Swimming, Dance Exercise, Body Pump, Ice Skating (with children), Walking, Aqua Aerobics	Taking children Losing weight	Time Cost Lack of interest	Help with childcare Cheaper admissions	Average 45-50% zero days
09	2,325 3.6%	Kev Pub League Team Mates	Male 36-45 Single / married May have children Vocational	Football, Darts, Karate, Snooker, Weights, Boxing, Fishing, Pool, Ten Pin Bowling, Cricket	Competition Social Enjoyment (Ltd) Perform	Time Slight cost factor	More free time Cost Facilities	Less active within group B Approx. 50% zero days
10	1,281 2%	Paula Stretched Single Mums	Female 26-35 Single Job seeker or part time low skilled	Swimming, Utility walking, Aerobics, Ice Skating	Lose weight Take children	Cost Lack of childcare Poor transport Lack of interest	Improved transport Cheaper admission Help with childcare Better facilities	Least active type within Group B Approx. 60% zero days
11	7,2176 112%	Philip Comfortable Mid-Life Males	Male 46-55 Married Professional Older children	Sailing,, Badminton, Cycling, Gym, Jogging, Golf,	Social Taking children Improving performance Enjoyment	Time Lack of childcare	More free time Help with childcare	Most active within Group C Approx. 40% zero days

Segment number	Total and (% of adult population in Selby	Forename & brief description	Gender / age / status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	MS Participation Activity
12	4,959 7.7%	Elaine Empty Nest Career Ladies	Female 46-55 Married Professional Children left home	Swimming, Walking, Aqua Aerobics, Step Machine, Yoga, Gym	Keeping fit Losing weight Help with injury	Time Lack of interest	Longer opening hours More people to go with	Reasonably active type 40-45% zero days
13	5,534 8.6%	Roger and Joy Early Retirement Couples	Male / female 56-65 Retired or part-time	Swimming, Walking, Bowls, Fishing,	Keeping fit To help with injury Enjoyment Taking grandchildren	Poor health Lack of interest Transport	Better facilities Improved transport	Participate once or twice a week 50-55% zero days
14	2,246 3.5%	Brenda Older Working Women	Female 46-55 Single / married May have children Low skilled worker	Swimming, Utility Walking, Dance Exercise, Aerobics, Step Machine, Keep fit	Weight Bring grandchildren Help with injury	Lack of interest Time	More free time Longer hours Cheaper admissions Help with childcare (for grandchildren)	Sometimes participates 60-65% zero days
15	1,474 2.3%	Terry Local 'Old Boys'	Male age 56-65 Single / married Low skilled worker Job seeker	Fishing, Shooting, Pool, Utility walking, Darts, Snooker, Utility cycling	Help with injury Social	Poor health Lack of people to go with Cost	Subsidized admissions People to go with	Some low intensity participation 65-70% zero days
16	697 1.1%	Norma Later Life Ladies	Female 56-65 Single / married Low skilled worker Retired	Walking, Keep fit, Swimming, Aqua Aerobics	Help with injury or disability	Poor health Cost	Cheaper admissions People to go with	Lowest participation of Group C 75-80% zero days
17	2,846 4.4%	Ralph and Phyllis Comfortable Retired Couples	Male / female 65+ Married Retired	Bowls, Golf, Swimming, Snooker, Walking,	Social Improve performance and keep fit Enjoyment	Transport Lack of people to go with	Improved transport More people to go with	Highest participation of Group D Approx. 70% zero days
18	2,359 3.6%	Frank Twilight Year Gents	Male 66+ Married / single Retired	Bowls, Golf, Darts, Pool, Snooker, Walking,	Social Enjoyment	Poor health	Improved transport Cheaper admission	Medium participation for group D 75-80% zero days

Segment number	Total and (% of adult population in Selby	Forename & brief description	Gender / age / status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	MS Participation Activity
19	4,410 6.8%	Elsie and Arnold Retirement Home Singles	Male / female 66+ Widowed Retired	Walking, Dancing, Bowls, Low-impact exercise	Social Help with injury	Health problems and disability	Improved transport People to go with	Lowest participation of Group D Approx. 85% zero days

2.91 The last table is the number and percentage of each market segment in Selby Yorkshire and Humberside Region and England wide. Selby has a bigger percentage segment population than the region and England wide and for the biggest segment. Perhaps surprisingly Selby has a lower than regional or national proportion of segments in the older age groups 55+. It also has lower than regional or national percentages for the 18 – 25 age group segments Ben to Leanne – the segments with the highest participation. d- excepting

Table 2.8: Number and percentage of each market segment in Selby, Yorkshire and Humberside Region and England wide

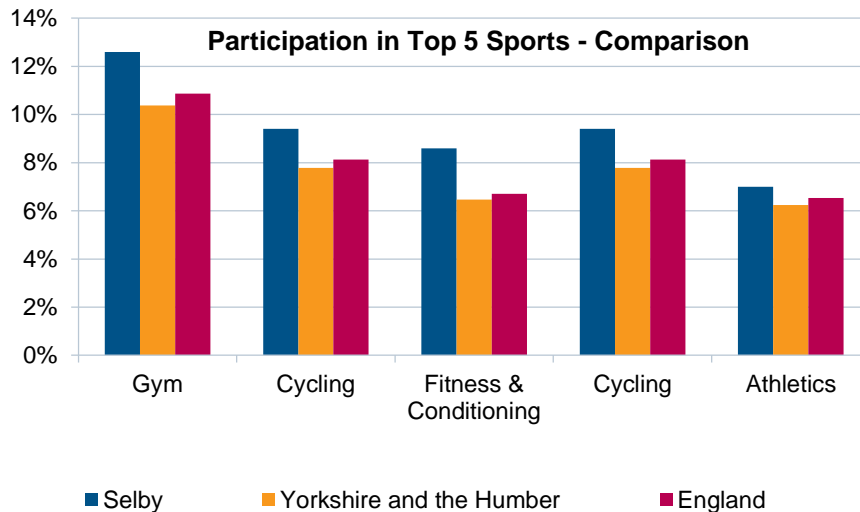
Name	Description	Selby		Yorkshire and the Humber		England	
		Number	Rate	Number	Rate	Number	Rate
Ben	Competitive Male Urbanites	3.5	5.4%	166.7	4.1%	1,989.1	4.9%
Jamie	Sports Team Drinkers	2.0	3.1%	145.6	5.8%	2,162.9	5.4%
Chloe	Fitness Class Friends	3.6	5.6%	145.6	3.6%	1,896.5	4.7%
Leanne	Supportive Singles	1.8	2.8%	192.8	4.7%	1,711.6	4.3%
Helena	Career Focused Females	3.6	5.6%	165.4	4.1%	1,829.8	4.5%
Tim	Settling Down Males	7.6	11.7%	301.7	7.4%	3,554.0	8.8%
Alison	Stay at Home Mums	3.7	5.7%	139.3	3.4%	1,766.4	4.4%
Jackie	Middle England Mums	3.5	5.4%	231.3	5.7%	1,965.0	4.9%
Kev	Pub League Team Mates	2.3	3.6%	272.2	6.7%	2,386.6	5.9%
Paula	Stretched Single Mums	1.3	2.0%	154.2	3.8%	1,507.3	3.7%
Philip	Comfortable Mid-Life Males	7.2	11.2%	358.7	8.8%	3,480.0	8.6%
Elaine	Empty Nest Career Ladies	5.0	7.7%	233.0	5.7%	2,443.9	6.1%
Roger & Joy	Early Retirement Couples	5.5	8.6%	281.0	6.9%	2,723.7	6.8%
Brenda	Older Working Women	2.2	3.5%	237.1	5.8%	1,976.8	4.9%
Terry	Local 'Old Boys'	1.5	2.3%	179.3	4.4%	1,484.5	3.7%
Norma	Later Life Ladies	0.7	1.1%	91.5	2.2%	855.0	2.1%
Ralph & Phyllis	Comfortable Retired Couples	2.8	4.4%	121.6	3.0%	1,700.2	4.2%
Frank	Twilight Year Gents	2.4	3.6%	196.1	4.8%	1,612.9	4.0%
Elsie & Arnold	Retirement Home Singles	4.4	6.8%	373.6	9.2%	3,206.3	8.0%
		64.7	100.0%	4,076.9	100.0%	40,252.4	100.0%

Most Popular Sports for Participation in Selby District

2.92 The most popular sports played as measured by the once a week participation rate for Selby District, Yorkshire & Humber Region and England wide are set out in Table 2.9

below. (Note: these are the geographies which Sport England provides for this measure. Also the measure is once month participation not once a week).

Table 2.9: Participation levels for the most popular sports played in Selby District, Yorkshire and Humber Region and England wide 2012 – 13



(Source: Active People Survey 7, 2012/13 Measure: Participation rate of the top 5 sports and the number of adults (16+) that participate at least once per month)

- 2.93 The key finding is that gym is the most popular activity in Selby, with over 12.3% of Selby’s adult population participating at least once a month, compared with 10% in the region and 10.5% for England wide).
- 2.94 Also of note is that for ALL five of the most popular sports in Selby the rate of participation is higher than in both Yorkshire and Humber Region and England wide.
- 2.95 The table does have a double entry for cycling as the second and fourth most popular activity. The second column should reference swimming and not cycling. Cycling should then be the third column and not the fourth in terms of popularity in Selby. Cycling refers to recreational and club based cycling programmes and does not include travel to work
- 2.96 Fitness and conditioning is the fourth most popular activity in Selby at over 8% doing this at least once a month. The rate in Selby is 2% higher than for the Region and England wide. This suggest fitness and exercise classes are an important feature in the programming of sports halls.
- 2.97 Athletics participation is hugely boosted by road running and in particular park runs. This is the major source of participation, not track and field athletics.

Summary of findings from the participation review

- 2.98 The summary of key findings from the participation review are set out in the box below

The Selby participation and non-participation profile in sport and physical activity is developed because before assessing the sports facility needs it is essential context to first understand: who participates; how participation differs by age, gender and geography; motivations and barriers to participation. It is also essential to understand non-participation as this represents the latent demand for these sports facility types.

Table 2.10 below summaries the findings for the most important measures of

participation based on applying the Sport England Active People survey benchmark measure of at least once a week participation of 30 minutes duration at moderate intensity for all adults (16+). (Note: for the major measures the findings for Yorkshire Region and England wide are included).

Table 2.10: Rate of at least once a week adult participation in sport and physical activity 2006 – 2014 Selby and other geographies

Selby participation measure for at least once a week participation of 30 minutes duration at moderate intensity by adults (16+)	2006 Participation Rate (%)	2014 Participation Rate (%)
Once a week rate of participation all adults		
Selby	36.3%	38.1%
Yorkshire Region	33.4%	35.1%
England	34.6%	36.1%
Selby Females	30.6%	35.2%
Selby Males	42.1%	41%
Selby Swimming Pools and Sports Halls	20.8%	20.6%
Swimming		
Selby	8.4%	5.5%
Yorkshire Region	7.9%	5.9%
England	8%	6.1%
NON participation in sport and physical activity		
Selby	54.1%	50.6%
Yorkshire Region	56.1%	54.3%
England	54.3%	53.8%

The commentary on the findings are:

- The Selby participation rate across all activities by all has increased by 1.8% from 36.3% in 2006 to 38.1% of all adults participating in 2014. The rate of increase has fluctuated and decreased to 32.7% of the adult population participating in 2011 but increased to 38% the following year in 2012 and has remained at this level since then.
- Selby's rate of participation is between 2% - 3% higher than for England and

Yorkshire Region which were 34.6% and 33.4% respectively of adults participating in 2006 and 36.1% and 35.1% respectively in 2014

- Selby's male and female participation tracks a very similar track pattern of participation over the 2006 – 2014 period. Female participation has been consistently lower than male participation over the 2006 – 2014 period.
- Female participation was 30.6% in 2006 and has increased to 35.2% in 2014. So an increase of 4.6% over the eight years. Whilst male once a week participation rate whilst higher has declined slightly, it being 42.1% in 2006 and 41% of adult males playing sport at least once a week in 2014.
- These trends and changes have significance for the indoor facilities strategy. The main indoor facilities/activities that females participate in are swimming, keep fit/dance/exercise classes and gym. Whereas for men it is more about indoor hall sports and gym.
- To increase participation amongst females in use of sports halls it is much more about changing the programming of sports halls to provide dance, exercise and fitness classes as the activity rather than hall sports. The main indoor hall sport is netball.
- Sport England does not categorise the AP findings by all individual facility types or sports. Sports halls are not included as a category on their own whereas swimming is. However, sports halls are included in a category with swimming pools
- The findings for this facility category shows participation has fluctuated over the eight years but within a narrow range. In 2006 the once a week participation for hall sports and swimming was 20.8% of the Selby adult population. This increased to 26.7% of adults in 2007 and since then has declined to 20.6% of the adult population in 2014. So in effect no change over the eight year period.
- Swimming participation has declined from 8.4% of Selby adults swimming at least once a week in 2006 to 5.5% adults swimming in 2014. However, the fire to the Selby Leisure Centre, its demolition and lack of a centre until the new centre opened in 2015 will have significantly impacted on swimming participation.
- Swimming participation has declined nationally and regionally. The rate of change in Selby is on a par with these trends. The participation rate in Yorkshire Region being 7.9% of adults in 2006 and 5.9% in 2014. For England wide the rate being 8% of all adults swimming at least once a week in 2006 and 6.1% in 2014
- Swimming participation is more evenly balanced between the genders but programming of pools/swimming activities is not based on gender and so there is not the choice to programme pools to encourage more participation by one gender or another.

Health impact of activity (and impact of non-activity)

A wider objective of Selby District Council as set out in the Corporate Plan 2015 – 2020 and the objectives of WLCT in helping to deliver the corporate plan, is to encourage a healthy and active lifestyle as part of everyday life amongst residents. The direct provision of indoor sport facilities creating the opportunity to be active

and participate is a means to achieving that end.

The survey of Health Impact of Physical Inactivity (HIPI) uses estimates of local levels of physical activity from the Sport England Active People survey. It models the potential benefit from increased levels of physical activity has on reducing the levels of preventable deaths from specific levels of activity, if 100%, 75%, 50% or 25% of the local population undertake the UK Chief Medical Officers' recommended levels of physical activity.

These findings are based on the 40 -79 age band and so in terms of age bands it starts with a much later age than Active People and goes beyond the 65+ age band which has been set out earlier for the profile of adult participation across Selby. The HIPI survey selects the 40 - 79 age range because it is when the greatest number of deaths from these illnesses occur.

The second set of HIPI results is up to March 2014 and (perhaps) the surprising is that based on the once a week rates of adult participation which Selby is achieving, then the levels of preventable deaths are low at around 20 people. At around 75% of adults participating preventable deaths increases to 38 people and at 100% of the population participating it is 56 people. These findings are set alongside the total deaths from these four illnesses measured in the HIP are 308 in Selby.

Key findings on non-activity and health benefits from increased participation are:

- The rate of total NON participation in sport and physical activity in Selby has decreased from 54.1% of the adult population in 2006, to 50.6% in 2014, a decline of 3.5%.
- Selby's rate of non-participation is better/lower than for Yorkshire Region, which was 56% in 2006 and 54.3% in 2014 (a decline of 1.7%). Selby was also better than for England wide which was 54.3% in 2006 and 53.8% in 2014 (a decline of 0.5%)
- The second set of HIPI results (March 2014) show that and (perhaps) the surprising is that based on the once a week rates of adult participation which Selby is achieving of between 25% - 50% of adults participating at least once a week then the levels of preventable deaths form this participation level are around 20 – 25 people per year. At around 75% of adults participating, preventable deaths increases to 38 people and at 100% of the population participating, it is 56 people. These findings are set alongside the total deaths from these four illnesses measured in the HIPI of 308 in Selby.

Market Segmentation

As part of the Active People survey findings Sport England analysed the data on the English population to produce 19 market segments with distinct sporting behaviours and attitudes.

The market segmentation map, profile and data for Selby District is analysed. (Note: the data is for 2012 and market segmentation is based on at least ONCE A MONTH participation of 30 minutes duration of moderate intensity. Whereas the preceding Active People data is based on at least ONCE A WEEK participation by the same 30 minutes at moderate intensity). Each segment has been assigned a name which reflects the most popular first names for the group.

The key findings are:

- There are 2 male, 4 female and 2 male/female segments in the top eight segments in terms of population numbers. These eight segments make up 65% of the Selby adult population
- The male segments are aged 26 – 45 (Tim) and 46 – 55 (Philip). These male segments make up 23% of the Selby adult market segmentation population. So over one in five are either Tim's or Philip's
- The 3 female segments are aged between 46 – 55 (Elaine) 36 – 45 (Alison), 26 – 45 (Helena) and 18 – 25 (Chloe). These four segments make up 27% of the total adult market segment population in Selby
- The two joint male/female segments are aged between 56 – 65 (Roger and Joy) and 66+ (Elsie and Arnold. These 2 segments make up 15% of the adult market segment population in Selby
- In terms of age bands, only one of the top eight segments is below the age of 25 and that is Chloe and she only represents 5.6% of the total adult market segment population. In short, Selby is not a district with a young sporting profile. The 18 – 25 age range has higher than the national average rate of sports and physical activity participation. Also sports/physical activity participation is an important lifestyle choice for the segments in this youngest age band
- Four of the top eight segments in population numbers in Selby are above 46 years of age and this represents 34% of the total adult market segments population. So one in three of the participants is over 45 years of age. People in this age range participate for recreational, social activity and with a strong personal health motivation. Rates of participation are below national average rates of adult participation
- For six of the top eight segments in population numbers swimming is an important activity – swimming has appeal/participation across these segments and for both genders. The reasons for swimming participation by these segments are for enjoyment as a recreational, social and as a family based activity. Plus, participation for a health benefit – especially amongst the older age groups
- Spatially – there are five dominate market segments across the middle output areas of Selby. This is within the usual range of dominate segments for an authority. However, there is a very strong representation of Tim and Tim is the dominate segment in around 75% of the Selby total output areas. The other dominate segments in order of scale are: Philip (aged between 46 – 55); Roger and Joy (aged between 56 – 65) Elsie and Arnold (66+); and Kev 36 – 45)
- Given the spatial dominance of Tim across Selby, the market segment maps for a 3 mile catchment area of the Selby and Tadcaster Leisure Centres were also analysed, to see if there is a more graduated or different segment profile within the catchment of these two centres. These are illustrated below
- In effect there is very little change from the district wide findings. For the Selby centre there are two new segments but in a very small area. These are Jamie (aged 18 – 25) and Ralph and Phyllis (66+). There is less dominance of Tim and more of a balance across the segments. Tim is most dominant at 60% of the catchment area with more of Kev around 20%, then Roger and Joy around 10% with the other segments making up the remaining 10%.

