

Waveney District Built Sports and Recreational Facilities Assessment and Strategy

October 2016

Appendix 1: Waveney District Sports and Physical Activity Profile



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1: Introduction

1.1 In developing the indoor sports and recreational facilities strategy it is very important to first understand the profile of sports and physical activity participation across Waveney District. This contributes to the facility audit and assessment as well as the strategy itself. So it is a need to understand the people side:

- Who participates in sport and physical activity: how often; in what type of activities; their motivations and barriers for increasing participation
- How does the profile of participation vary across Waveney District spatially and by sports or activities?
- How does participation differ by age and gender?
- What is the scale of complete INactivity in any form of sporting or physical activity participation?
- Which are the most popular sporting activities?
- To consider how these findings have changed over time and is Waveney District becoming more active, by how much and in which type of activities?
- To consider how the findings for Waveney District compare with other areas

1.2 If we know what the hard evidence data is saying about the profile of sports and physical participation across the authority, then we can match this up against the sports facilities

- Are they the right type of sports facilities for the participation profile?
- Are the facilities located in areas where the people living in those areas do the sports activities which the facilities provide?

2: Sports and physical activity participation in Waveney District

- 2.1 The first assessment is based on findings from the Sport England national survey of adult sports participation, the Active People Survey (APS).
- 2.2 From this assessment of sports and physical activity participation it is possible to identify options to better match the sports participation profile to the future needs for indoor sports facilities. Simply put, the provision of sports facilities should respond to identified need and demand for specific and popular activities at appropriate locations.
- 2.3 Sport England's Active People Survey provides the most comprehensive assessment of levels of sports participation across the country at a local authority, county, 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.
- 2.4 As well as participation, it is also possible to measure non-participation using Active People. This makes it possible to identify those sections of the population most in need of intervention in order to increase their participation in sport and physical activity. The annual survey results can be used to identify general patterns and trends in participation across years.
- 2.5 Related to sports activity is also INACTIVITY and the impact this has in terms of the health benefit and disbenefit. The health impact of physical inactivity survey (HIPI) uses estimates of local levels of physical activity taken from the Sport England Active People survey.
- 2.6 It models the potential benefit from increased levels of physical activity has on reducing the levels of preventable death 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 are national sources of evidence applied to Waveney District.
- 2.7 Collectively all these sources of data provide a rounded assessment of findings on the overall adult profile of sports and physical activity participation (Note this is for 16+ ages but the AP 8 survey which commenced in October 2013 has started to measure participation by the 14 – 16 age group.)

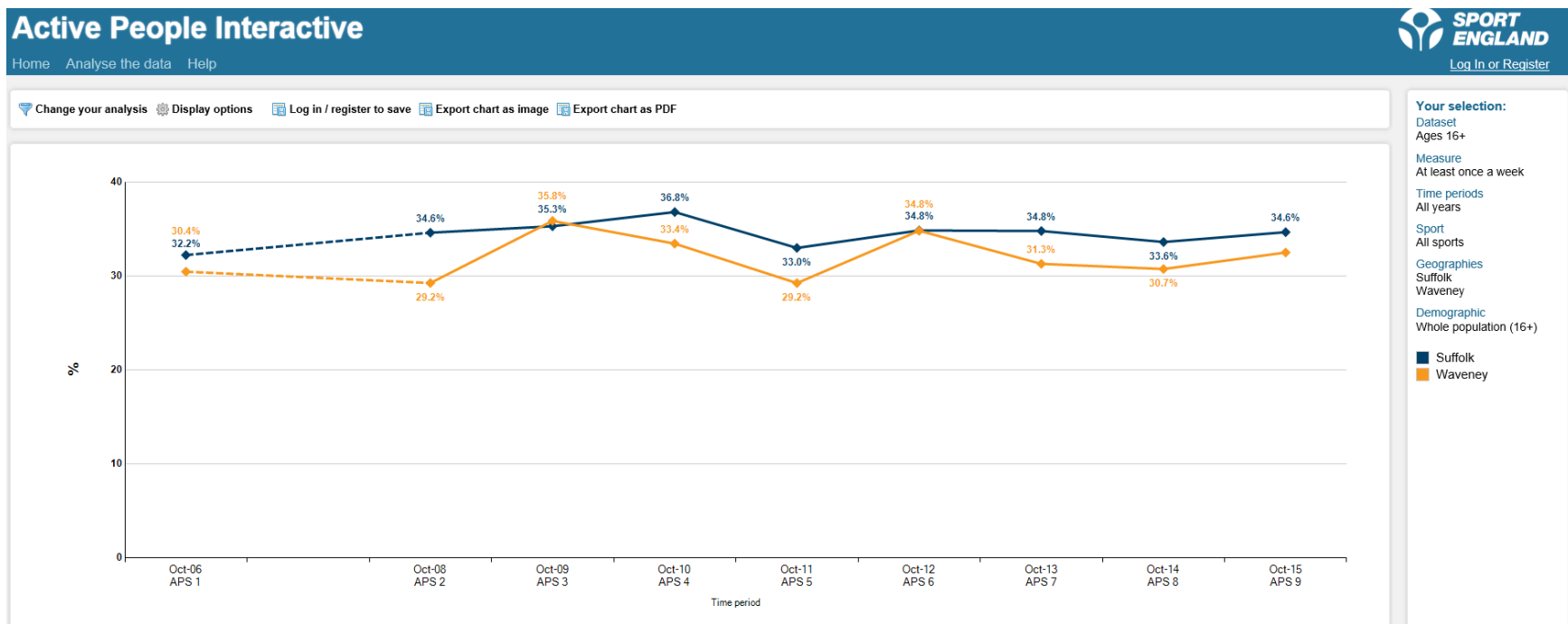
Sport England's Active People Survey: Findings and trends on adult sports and physical participation in Waveney District

- 2.8 The findings for presenting adult participation in sport and physical activity for Waveney District are presented using the benchmark measure of once 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 its assessment of funding awards. Any sport included in the '1 x 30' sport indicator has to be undertaken for at least 30 minutes

at least once a week and at least moderate intensity. Moderate intensity is defined as where the participant should have a raised heart rate and be breathless but still able to hold a conversation.

- 2.9 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'.
- 2.10 The '1x30' sport indicator does include light intensity activities for those aged 65 and over: (in recognition that for people of this age, they can be considered moderate intensity) yoga, pilates, indoor and outdoor bowls and croquet).
- 2.11 To provide a comparative context for the Waveney findings the results for the Suffolk County Sports Partnership (Suffolk Sport) is also included.
- 2.12 The first assessment is for the rate of adult participation over the period of the APS surveys from APS 1 in October 2006 – October 2007, to APS 9 October 2014 – October 2015.

Chart 2.1: Rate of adult participation in sport and physical activity based on once a week measure for Waveney District and Suffolk County Sports Partnership



- 2.13 The chart shows the Waveney District rate of adult participation (yellow line) has increased over the period of the Active People (AP) surveys. In October 2006 there were 30.4% of the Waveney District adult population participating at least once a week. By AP 9 in October 2015 the rate had increased to 32.5% of Waveney adults participating at least once a week. So an increase in participation of 2.1% over the nine year period.
- 2.14 In between the rate has been as high as 35.8% in 2008 - 09.
- 2.15 The Waveney District rate of once week participation in all years is below that of the Suffolk County Sports Partnership rate. It being 32.2% of the County's adult population participating at least once a week in 2005 – 06 and up to 35.3% in 2008 -09 and 34.6% in 2014 – 15. So over the nine year period a rise of 2.4% of adults participating.
- 2.16 For wider context the England rate of once a week participation was 34.6% of adults participating in 2005 – 06, increasing to 36.9% in 2011 – 12 and 35.8% in APS 9 in 2014 – 15. So the England rate has tracked above the Waveney District and Suffolk CSP area rate throughout the period of the AP surveys from 2005 – 06 to 2014 – 15.
- 2.17 The same information on rate of once week participation can be set out spatially and for individual output areas. The findings are from AP survey 6 between October 2011 – October 2012 and for Waveney District in Map 2.1 overleaf.

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

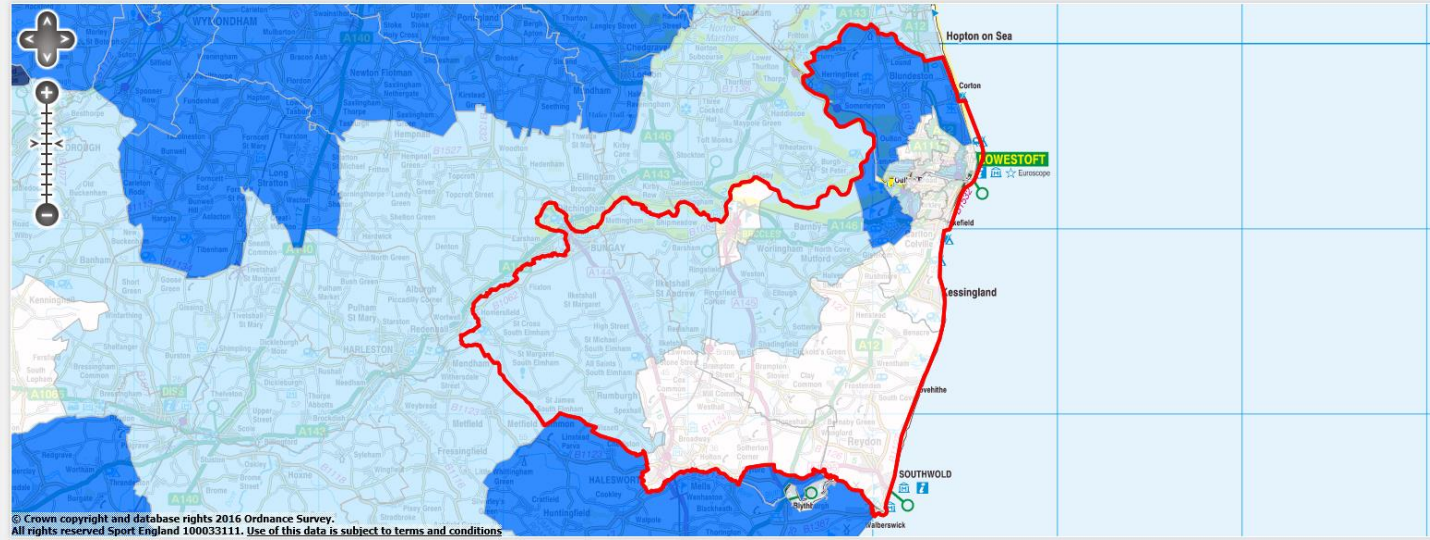
Once a week sport participation (1x30), APS6 (2011/2012): LA Waveney District

Display options Export results

- Catchment area:
Waveney District
- Participation estimates 2011-12
Quartile classification*
- 20.6% - 33.0% (low)
 - 33.1% - 37.0% (low-middle)
 - 37.1% - 40.8% (middle-high)
 - 40.9% - 57.8% (high)
- Catchment area
— Middle Super Output Areas

The sports participation indicator measures the percentage of people (age 16+) participating in at least 30 minutes of sport at moderate intensity at least once a week. This includes all recreational cycling. It does not include recreational walking but includes more intense/strenuous walking activities such as power walking, hill trekking, cliff walking and gorge walking. Please note this data was updated in October 2015.

* Quartile classification: Each class contains an equal number of records. With four classes each contains roughly 25% of all records.

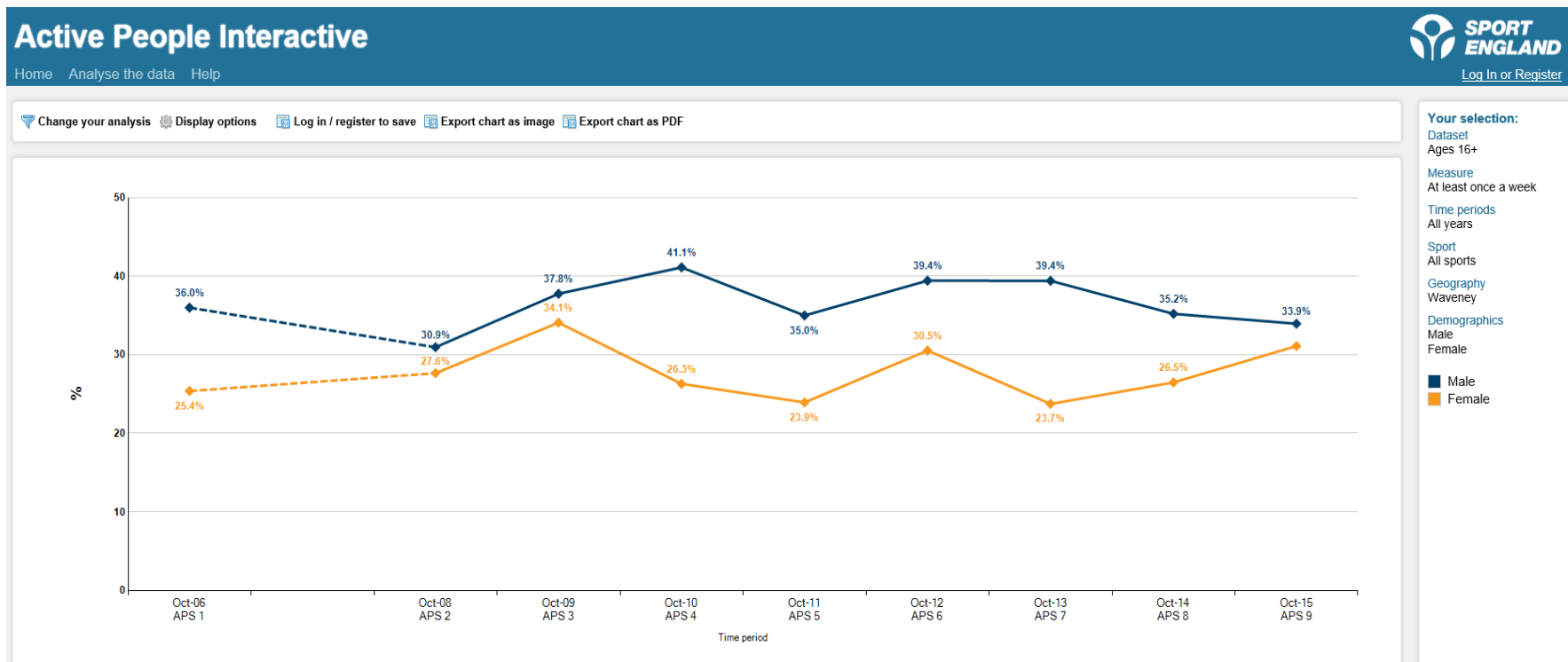


- 2.18 The map does illustrate distinct levels of participation across the authority.
- 2.19 The areas of highest participation are shaded dark blue to the north and west of Lowestoft. In this area the rate of once week participation is between 37% - 40% of the adult population participating at least once a week. This is classified by Sport England as being in the middle to high category of participation.
- 2.20 The area to the west of the authority, shaded light blue, has a once a week participation rate of between 33% - 37%. This is classified by Sport England as being low to middle rates of participation. The area in the centre and south of the authority and shaded white has the lowest rates of participation at between 20% - 33% of the adult population participating at least once a week. This is classified as being low participation by Sport England.
- 2.21 The reasons for the lower rates of participation will be examined in the following set of findings. Often it is because of the age profile of the population in an area. An older population with more people in the 45+ age groups is usually lower than national rates of participation and with a lower frequency of participation. It could also be lack of facilities or the distance to travel to them is barrier to participation.

Waveney District sports and physical activity participation by gender.

- 2.22 It is important to set out and consider the rate of sports participation by different categories as this will influence the Waveney District indoor sports facilities strategy. The first topic is participation by gender and how this has changed over the period of the Active People surveys. This is set out overleaf for both male and female participation over the period of the Active People surveys. (Note the Suffolk CSP comparator is not included in this chart simply because it would make the chart too cluttered.)

Chart 2.2: Rate of adult male and female participation in Waveney District October 2005 – 15



- 2.23 Female participation (yellow line) is lower than male participation in all years, this is a usual finding for most authorities. In 2005-06 some 25.4% of adult females participated at least once a week. This peaked in 2008 -09 with 34.1% of females participating. In 2014 – 15 the rate was 31.1%.
- 2.24 Over the period of the AP surveys 2005 – 2015 the rate of adult female of at least once participation has increased by 5.7%.
- 2.25 Male participation (blue line) has not increased over the period of the AP surveys, it being 36% of adult males participating in 2005 – 06, increasing to 41.1% in 2009 -10 and in 2014 – 15 it was 33.9% of men participating at least once a week.
- 2.26 So over the nine year period of the AP surveys a decline of 2.1% in male participation across Waveney District.
- 2.27 The main indoor facilities/activities that females participate in are swimming, keep fit/dance/exercise classes and gym. Whereas for men it is indoor hall sports, squash, indoor bowling and gym. Swimming is more evenly balanced but is one of the few indoor activities where female participation is higher than male. Pool programming is not based on gender and so there is not the choice to programme activities to encourage more participation by one gender or another. Sports hall sports have a higher participation rate by males than females.

Waveney District sports and physical activity participation by sport.

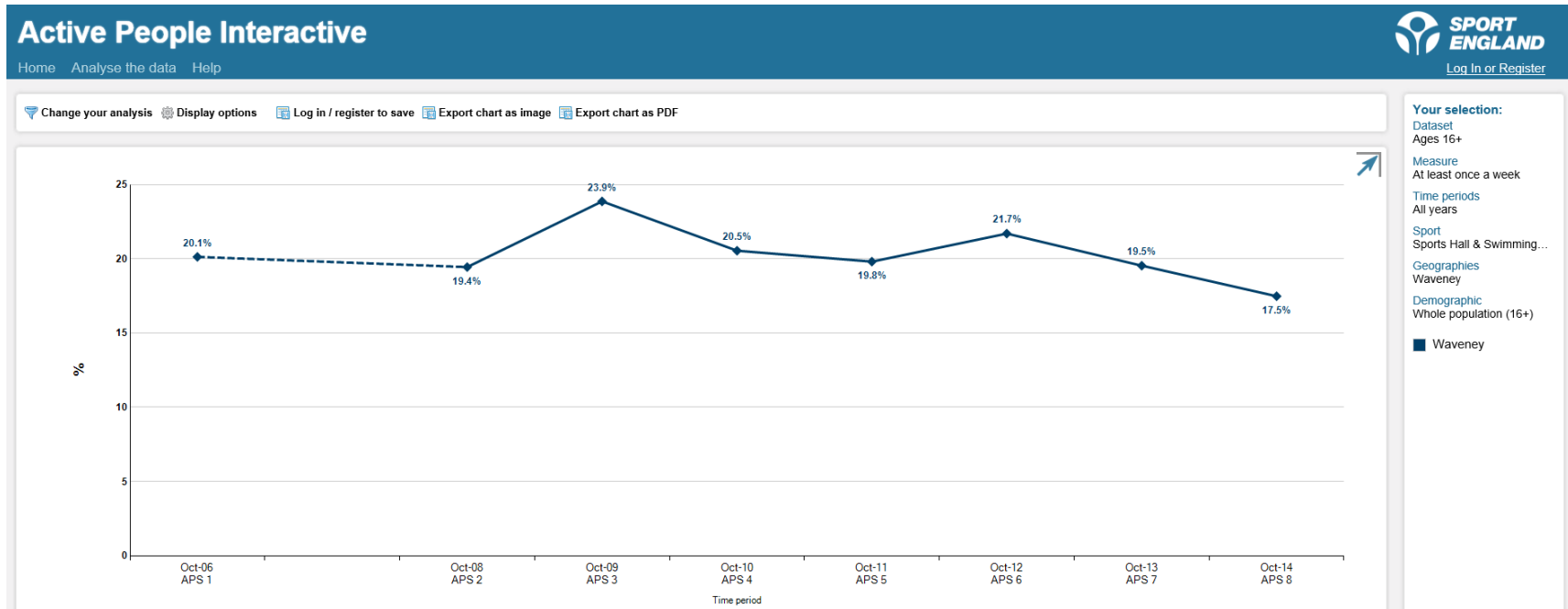
- 2.28 It is important to try and review the findings based on the benchmark once a week measure of adult participation for the sports facility types in the Waveney District Built Facilities Strategy. Is the rate of participation changing in the sports/facility types over time because if it is then this will impact on the levels of demand for the facilities?
- 2.29 The data for the once a week adult participation rate by 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 coupled with the low participation rate for particular sports, for example badminton or volleyball. It could be that in any one Active People survey only 2-3 respondents play a particular hall sport and so making assessments about participation rates from such a small sample not reliable.
- 2.30 For these reasons Sport England does not categorise the AP findings by all individual facility types or sports. Sports halls are not included on their own but are included in a category referenced as indoor facility type which includes swimming pools.

Swimming

- 2.31 However, swimming because it is one of the highest participant activities with participation across all age ranges and for both genders it is assessed in AP as a stand alone facility type. It is also usually the most popular indoor activity and sport.

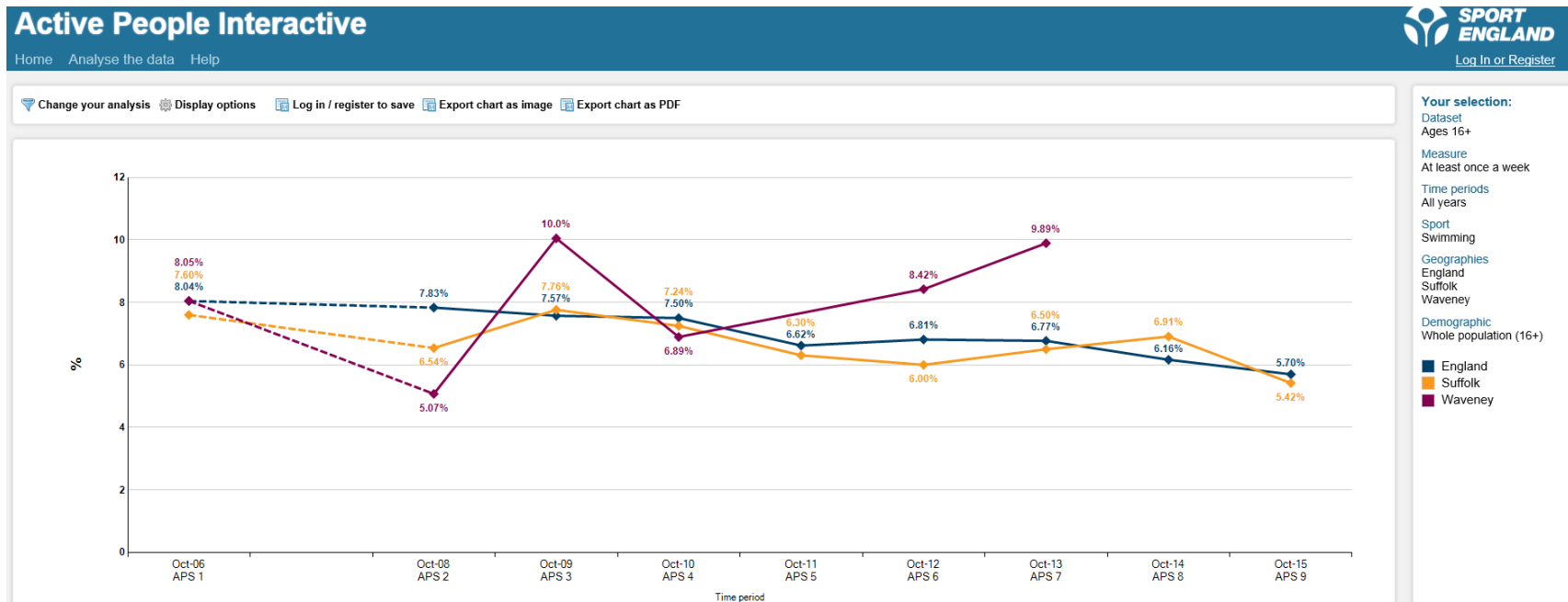
2.32 Given these limitations of the data available it is only possible to measure the rate of once week participation for particular facility types for: the indoor facility group which is pools and sports halls; swimming pools alone and gym.

Chart 2.3: Rate of once a week sports participation for sports halls and swimming pools. Active People surveys for Waveney District 2005 – 15.



- 2.33 The rate of participation in hall sports and swimming across the whole adult population in Waveney District has declined October 2006 – October 2015. The change is 2.6% with 20.1% of the Waveney District adult population participating at least once a week in 2006, peaking at 23.9% in 2009 – 10 and then declining in almost all years since to 17.5% of all adults participating in 2014 – 15.
- 2.34 This is quite a significant decline in the two facility types that represent between 60% - 70% of the total adult participation in indoor sports facilities. They are also the main types of provision by local authorities in public leisure centres and for schools and colleges, in terms of sports halls.
- 2.35 In terms of the Waveney District strategy this lays down a marker, if participation is declining then it is in the main types of public sector investment in indoor sports facilities. Is this because of declining interest in the activities provided by sports halls and swimming pools because overall adult participation has increased by 2.1% in Waveney District over the period of the Active People Surveys?
- 2.36 Is it because of an aging population and fewer people in the age groups which swim or do hall sports most? In the 2026 – 2026 period of the strategy, the total population in this 20 - 44 age band is projected to increase by 1.6%, so this is encouraging in terms of more people in the age range where indoor halls sports participation is highest.
- 2.37 In terms of adult swimming participation, this is set out in Chart 2.4 for Waveney District over the 2006 – 2015 period. Given the importance of swimming and the well reported news that swimming participation is declining in most areas the findings for the Suffolk CSP and for England wide are also included.

Chart 2.4: Rate of once a week sports participation for swimming Active People surveys for Waveney District 2006 – 15.



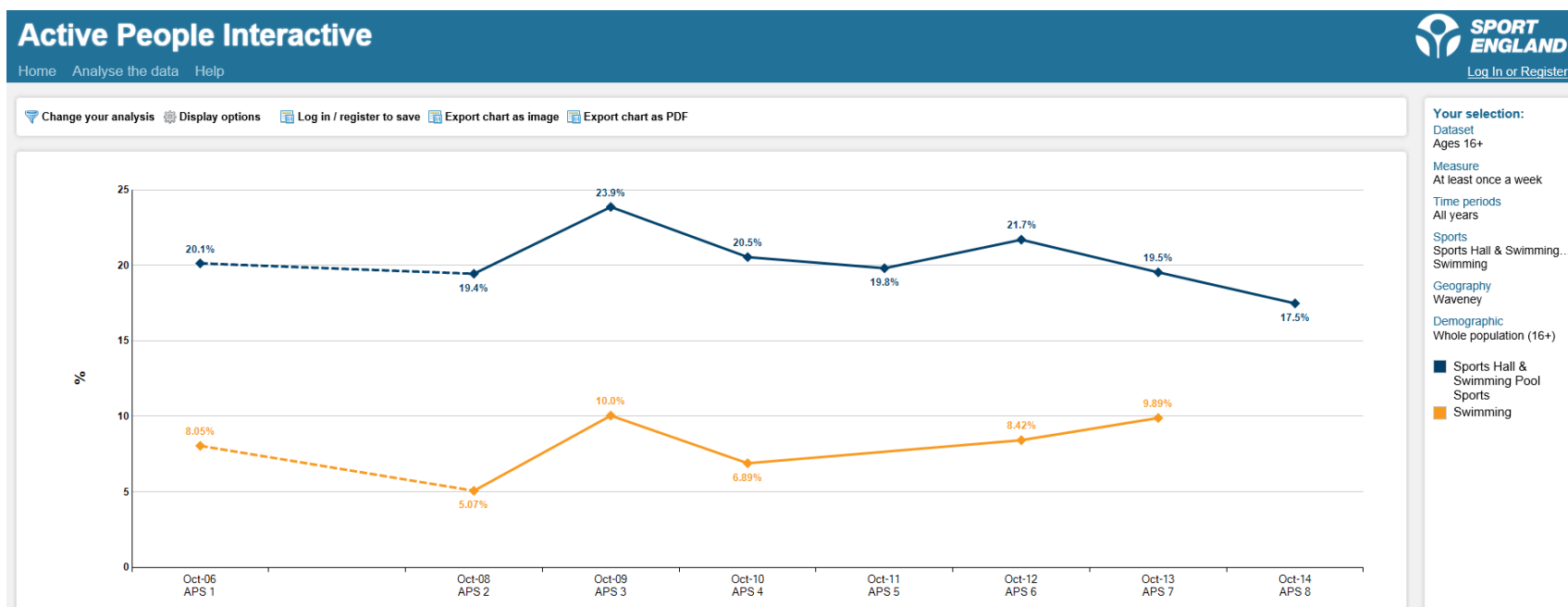
- 2.38 The Waveney District rate of swimming participation (maroon line) is very much bucking the national trend. Once a week participation swimming was 8% of adults in 2005 -06, the same rate as for England wide and 0.4% above the Suffolk CSP rate.
- 2.39 The Waveney rate peaked at 10% of adults swimming at least once a week in 2009 – 10, declined to 6.9% the following year and has since increased in each of the three years to 9.9% in 2012 – 13 the latest year that data is available. So a participation rate nearly 2% higher some seven years after the first survey in 2005 – 06. It is unfortunate there is not a participation rate for the subsequent three years but in 20112- 13 the Waveney rate was nearly 4% above the Suffolk CSP rate and 3% above the England wide rate.
- 2.40 The Suffolk CSP once a week rate of swimming participation (yellow line) has declined gradually over the nine years of the AP surveys.it being 7.6% of adults swimming once a week in 2005 – 06 and by 20124-15 it was 5.4%, so a decline of 2.2% over the years.
- 2.41 The England wide rate (blue line) has also declined, it starting at the same participation rate as Waveney in 2005 – 06 at 8% of adults swimming and by 2014 – 15 had declined to 5.7% of adults swimming. The England wide trends are similar to most authorities and the reasons for the decline in swimming participation is the subject of research by Sport England and the Amateur Swimming Association.

Hall sports

- 2.42 As mentioned above participation in hall sports is included in a category which has swimming, it is not identified on its own. Furthermore, the participation in individual hall sports such as badminton is low and the individual Active People surveys do not generate a sufficient response at the local authority level to be able to generate a reliable participation rate. This is only available at the England wide or sometimes regional level.
- 2.43 However, by extracting the known participation rate from swimming at the Waveney District level from the combined swimming and hall sports category it is possible to establish a “proxy” participation rate for hall sports.
- 2.44 Chart 2.5 overleaf has the participation rate for this combination (blue line) and also for swimming alone (yellow line).
- 2.45 Key findings are:

- The rate of participation for the combined facilities/activities has declined over the period. It being 20.1% of Waveney adults participating at least once a week in 2005 - 06 and 17.5% in 2014-15.
- By extracting the rate of participation in swimming the “proxy rate” for sports halls is 12.1% of adults in Waveney playing hall sports in 2005 – 06. Then peaking at 13% in 2009 – 10 but decreasing to 9.6% of Waveney adults in 2013 – 14, the last year that data is available for both facility types.

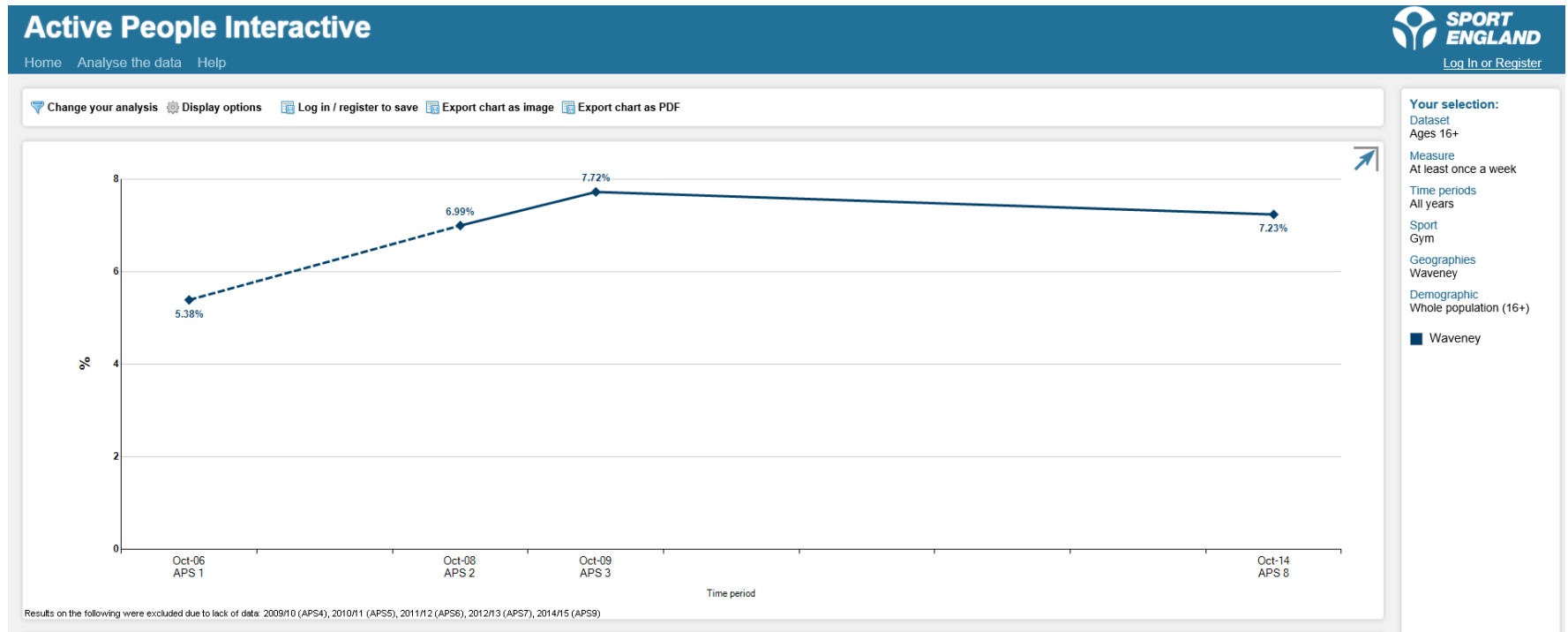
Chart 2.5: Rate of once a week sports participation for sports halls and swimming pools and swimming alone for Waveney District 2005 – 15.



Gym

- 2.46 The Active People data for once a week adult participation in gym in Waveney is incomplete for the period of the Active People surveys. The data is set out in Chart 2.6 overleaf. In effect, there is a known participation rate of 6.9% of adults doing gym in 2008-09, increasing to 7.7% in 2009 -10 and then 7.2% in 2012 – 13.
- 2.47 Gym is a more popular activity with women than with men. Given the rate of female participation is increasing in Waveney in recent years, plus there is projected to be this growth in the 20 - 44 age band, which is the age range where gym participation is highest, then there is cope to increase gym participation.

Chart 2.6: Rate of once a week sports participation for gym Waveney District 2005 – 15.



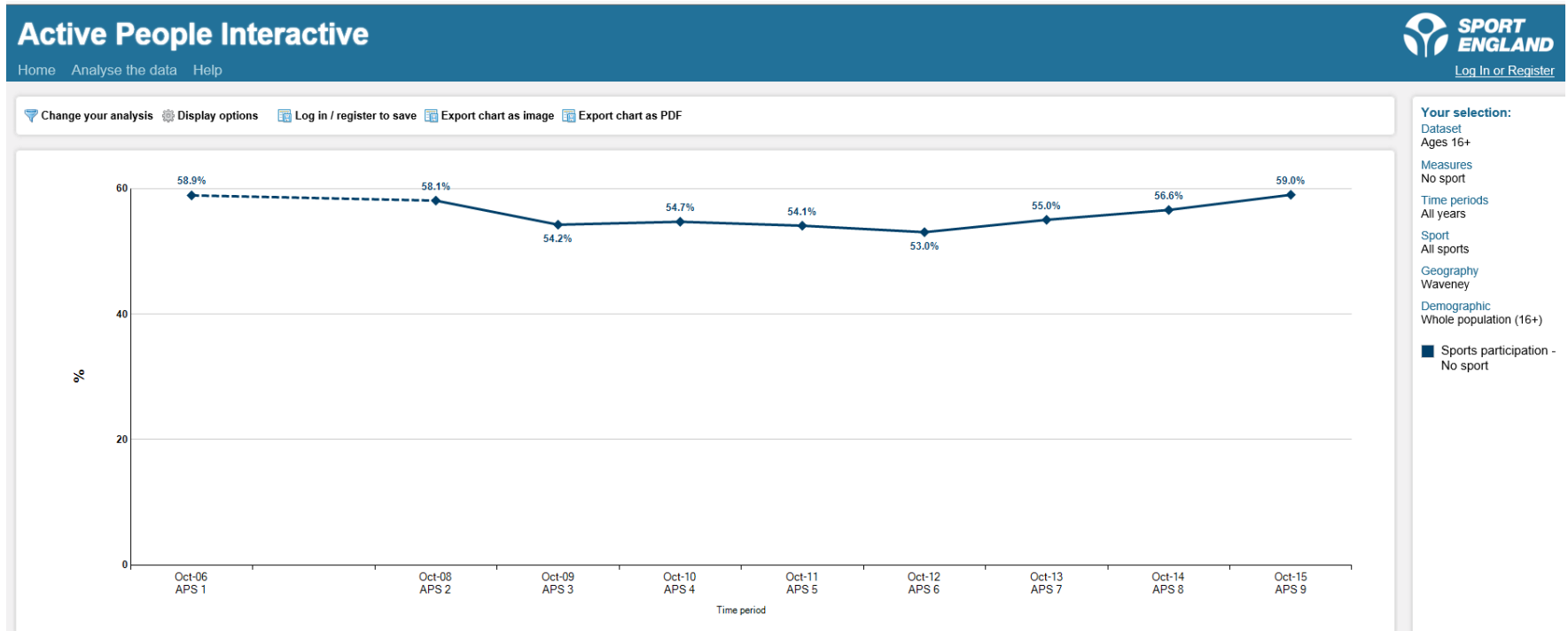
Other sports and facility types

- 2.48 There is no data from Active People at the Waveney District level for the other facility types in the Waveney Built Facilities Strategy of dance and gymnastics. Participation in physical activity in village halls and community centres is being established through a bespoke Waveney District survey for these facility types.

Rate of NON participation and INactivity in sport and physical activity participation in Waveney

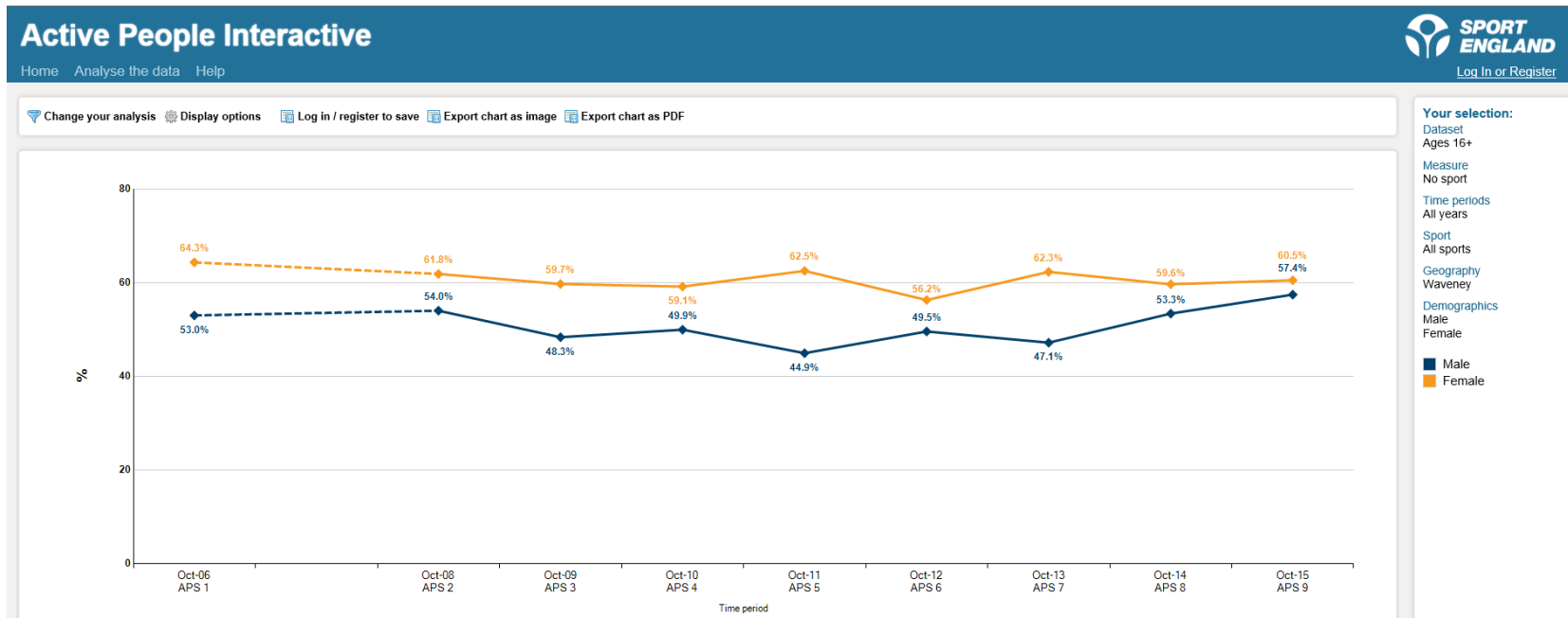
- 2.49 As well as evaluating the rates of participation by age, gender and sports it is even more important to evaluate the overall levels of NON participation.
- 2.50 A wider objective of Waveney District is to encourage a healthy and active lifestyle as part of everyday life amongst residents and the direct provision of indoor sport facilities is a means to achieving that end.
- 2.51 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?
- 2.52 Set out overleaf in Chart 2.7 is the percentage of the Waveney District population over the 2005 – 15 period who do NOT take part in any form of sport or physical activity.
- 2.53 The rate of total NON participation in sport and physical activity in Waveney is almost unchanged over the period of the Active People surveys. It being 58.9% of the adult population who did no sport in 2005 -06 and 59% in 2014 – 15. In between it has fluctuated and was lower at 53% of adults not participating in 2011 – 12.

Chart 2.7: Rate of adult NON participation in sport and physical activity Waveney District 2005 – 15



- 2.54 Turning to non-participation by gender this is set out in Chart 2.8 overleaf. Female non - participation (yellow line) is decreasing, it being 64% of adult women who did not participate in sport in 2005 – 06 and 60% in 2014 – 15.
- 2.55 In 2016 the total population of Waveney District is estimated at 117, 623, of which 56,975 (48.5%) are male and 60,648 (51.5%) are female. These percentages do not change over the strategy period up to 2026. So there is a higher total female population in Waveney but female participation is increasing.
- 2.56 Adult male non participation was 57% of men in Waveney in 2005 -06 and had decreased by 1% to 52% in 2014 – 15. It did decrease to 45% in 2011 – 12 but has increased for most years since then.

Chart 2.8: Rate of adult NON participation in sport and physical activity by males and females Waveney District 2005 – 15



3: Health impact of sporting and physical activity and Inactivity across Waveney

- 3.1 Creating a healthy and physically active lifestyle is a key driver for Waveney 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).
- 3.2 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.
- 3.3 The CMO's definition differs from the Active People mismeasurement and is defined as Over a week, activity should add up to at least 150 minutes (2½ hours) of moderate intensity activity in bouts of 10 minutes or more – one way to approach this is to do 30 minutes on at least 5 days a week.
- 3.4 The HIPI 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 Waveney. 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.
- 3.5 The second set of HIPI results is up to March 2014 and the findings for Waveney are set out in Table 3.1 overleaf. Perhaps the surprising finding in the table is that, the levels of preventable deaths are very low at the range of between 25% and 50% of the adult population being active.
- 3.6 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 59% of the Waveney District adult population in October 2015 do no activity, does underline the scale of the challenge to create a healthier lifestyle amongst residents.

Table 3.1: HIPI Burden of illness and death from physical inactivity 40 – 79 for Waveney District 2014 (footnote 1)

Conditions Preventable through physical activity	Latest annual deaths for Waveney (2)	Preventable deaths if 100% active (3)	Preventable deaths if 75% active	Preventable deaths if 50% active	Preventable deaths if 25% active
Waveney					
Total deaths	555	102	71	39	7
Coronary heart disease	229	11	8	4	1
Breast cancer	81	17	12	6	1
Colorectal cancer	80	17	11	6	1

(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.

Financial costs of activity and Inactivity

- 3.7 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 has been set out. However, it is also possible to measure the financial costs of activity and inactivity.
- 3.8 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 3.2 overleaf for Waveney and also has the same findings for East Region and England wide. It is based on costs per 100,000 population for each area. (Note: the data is for March 2013).

Table 3.2: Health Costs of Physical Inactivity for Waveney, East Region and England wide per 100,000 population 2013

Disease category	Waveney per 100,000 pop'n	East Region per 100,000 pop'n	England per 100,000 pop'n
Cancer lower GI e.g. bowel cancer	£140,236	£101,604	£130,512
Breast Cancer	£119,479	£99,804	£116,169
Diabetes	£ 423,723	£337,866	£366,926
Coronary heart disease	£970,124	£1,043,606	£946,114
Total Cost	£1,653,562	£1,582,880	£1,559,721

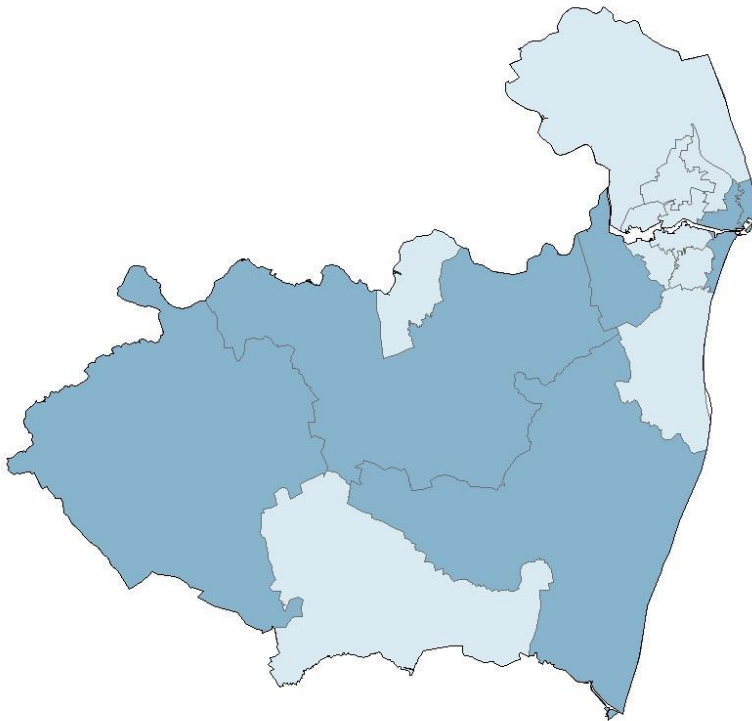
(Source: Sport England commissioned data from British Heart Foundation Health Promotion Research Group for PCTs, reworked into estimates for Local Authorities Year 2012-13)

- 3.9 Possibly the key finding is that in all types of illness the cost per 100,000 population is highest in Waveney. The exception is heart disease where the England figure is marginally higher than that in Waveney.
- 3.10 Further evidence of the benefits/impact of increased physical activity can have in reducing the costs in Waveney of these illnesses.

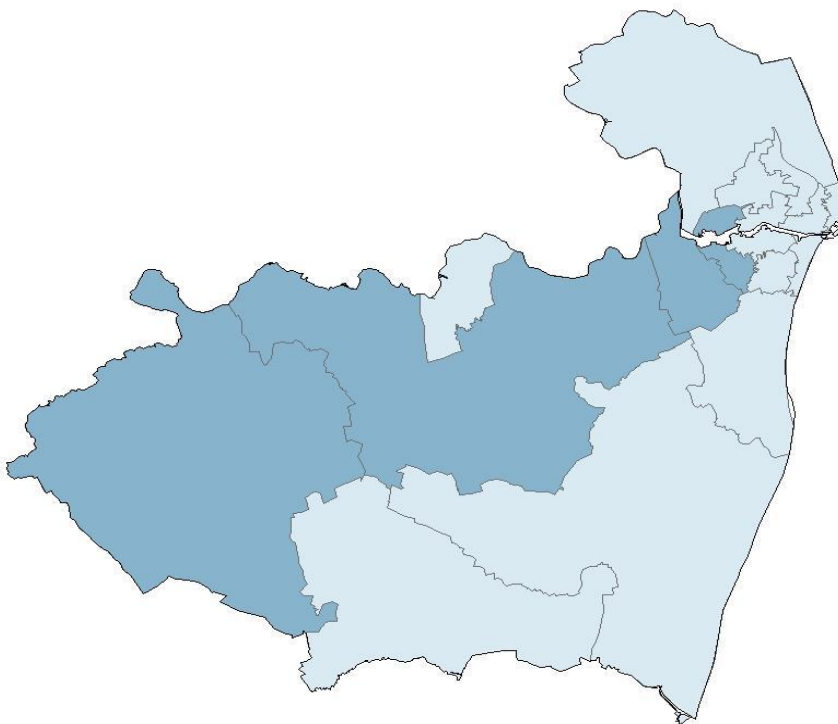
Sports and physical activity participation and obesity levels.

- 3.11 The final section on the findings on the health profile of physical activity and inactivity relates to levels of obesity in adults and children. This is set out because it is possible the biggest health challenge in terms of the increasing numbers of people becoming overweight and obese and therefore where increased sporting and physical activity can have the biggest health impact. It is also the second highest cost category in the table above.
- 3.12 The most recent findings are from 2012 and it is possible to set out the scale and location
- 3.13 Information on levels of overweight adults can be presented spatially to show how this differs across the district. Then relate these findings to the level of sports and physical activity participation, with both based on the same middle output areas. In effect, showing how the two compare based on the same geography.
- 3.14 Map 3.1 shows the levels of overweight adults in each output areas. The areas of highest overweight adults are the lighter blue areas where there are 69% – 81% of adults are overweight. In the darker blue areas the percentages are 60% - 68%.
- 3.15 The second map shows the level of adult sports participation in each middle super output area based on the once a week measure of 30 minutes of moderate intensity activity. The lowest rates of adult participation are the areas shaded light blue and these correspond almost exactly with the areas of the most overweight adults. Participation in the lighter blue areas is between 25% – 38% of adults participating at least once a week. In the darker blue areas the rate of once a week participation is 38% - 43% of adults participating.

Map 3.1: Excess weight in adults by middle output areas Waveney District 2012



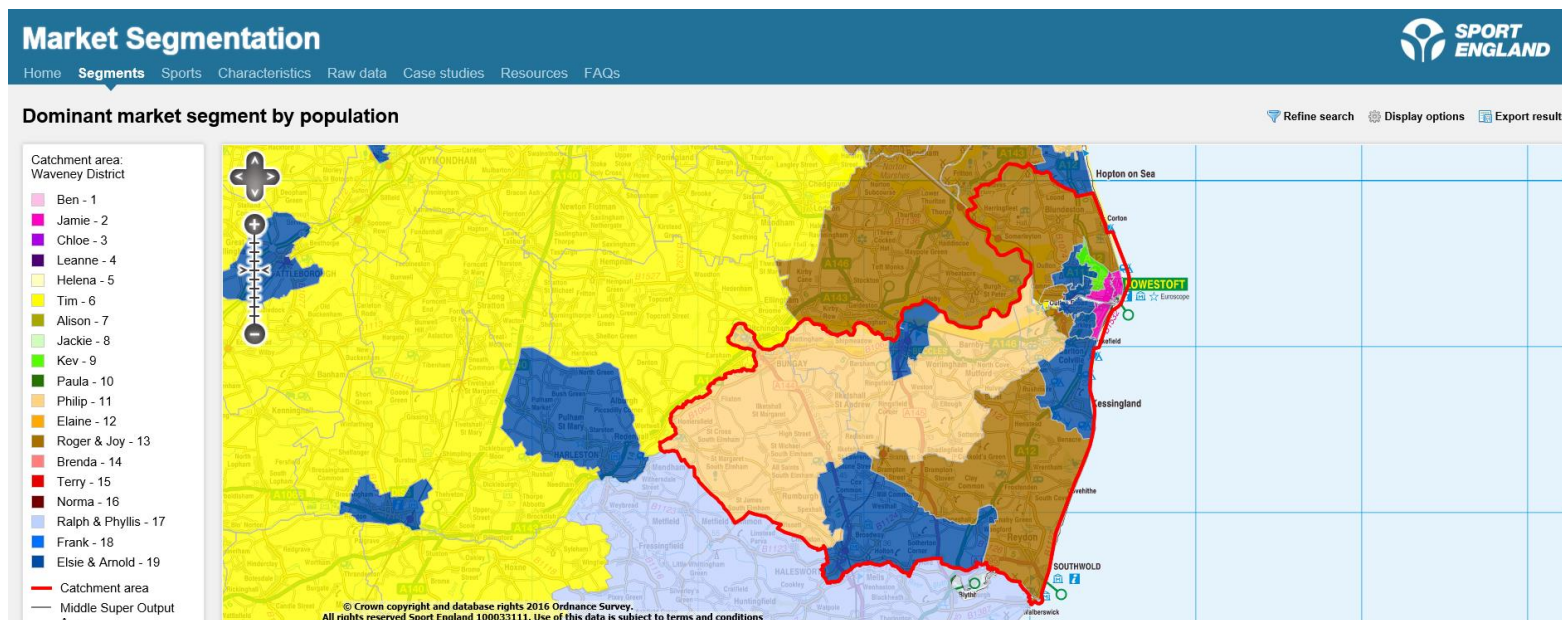
Map 3.2: Levels of adult sports participation in middle super output areas Waveney District 2015



4: Sport England Market Segmentation – What is the profile of adult sports participation in Waveney?

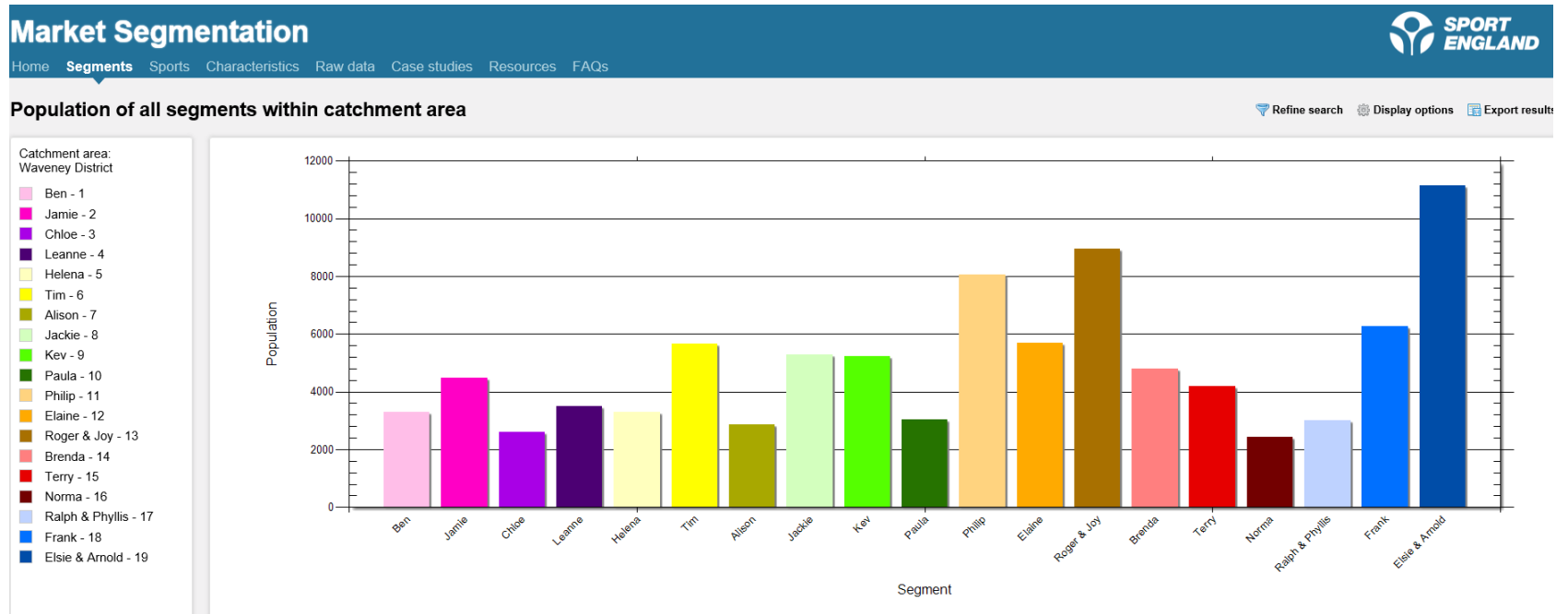
- 4.1 The final part of the profile of sports and physical activity participation in Waveney analyses the profile of participation and how this differs across the District. (Note: some of the market segmentation data is also included in the assessment report to set out the profile of participation for the seven facility types in the Waveney strategy).
- 4.2 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.
- 4.3 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.
- 4.4 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.
- 4.5 The market segmentation map, profile and data for Waveney is analysed. The content and sequence are:
 - A map illustrating the single dominate market segment SPATIALLY in each middle output area. This does not mean there are not 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 is more informative than the map because it provides the picture on the make up of ALL the 19 market segments in a local authority;
 - A table which details all 19 market segments as well as information on the proportion of the authority's population for each segment. Plus, details of the activities that are most likely to appeal to each segment and information on barriers to increasing participation and motivation factors affecting them.
- 4.6 Each map, chart and table is followed by an assessment of what it means.

Map 4.1: Dominant market segments in Waveney District 2012



- 4.7 There are five dominate market segments across the middle super output areas of Waveney. This is within the usual range of dominate segments for an authority. There are two segments which are most dominate spatially and that is Roger and Joy (area dark brown) and Philip (area light brown) with around 70% of the output areas across Waveney. The other dominate segment spatially are Elsie and Arnold (area dark blue), and two small areas in and around Lowestoft of Kev (area lime green) and Jamie (area red).
- 4.8 The population distribution across all 19 market segments is set out in Chart 4.1 overleaf and is broadly consistent with the spatial distribution. Except that the segment with the highest population is Elsie and Arnold.

Chart 4.1: Market Segments by population totals in Waveney 2012



4.9 There are eight segments with a total population of 5,000 people or more. This is set out in Table 4.1 below.

Table 4.1: Market segments with a total population over 5,000 Waveney District 2012

Name of segment	Age	Total Population	% of total market segment population
Elsie and Arnold	66+	11,136	11.9%
Roger and Joy	56 - 65	8,961	9.6%
Philip	46 - 55	8,063	8.6%
Frank	66+	6,277	6.7%
Elaine	46 - 55	5,703	6.1%
Tim	26 - 45	5,652	6%
Jackie	36 - 45	5,279	5.6%
Kev	36 - 45	5,221	5.6%

4.10 Roger and Joy is the segment with the highest population numbers at around 10,000 people.

4.11 In summary the findings from the map, chart and table are:

- There are 2 male/female segments, 4 male segments and 2 female segment in the top eight market segments and these make up 54% of the total adult population in 2012.
- The 2 male/female segments have the highest population numbers and are also two of the three most dominate segments spatially in Waveney. They make up 21.5% of the Waveney market segment adult population in 2012.
- The 4 male segments make up 26.9% of the Waveney market segment adult population on 2012
- The 2 female market segment make up 11.7% of the market segment adult population in 2012.
- In terms of age bands, none of the top seven segments are below the age of 26. The age of the market segments is dominated by the over 45's with 5 of the 8 segments above this age. Segments in the Over 45's have lower than national average rates of sports and physical activity participation. Their reasons for participating are for recreational, social activity and with a strong personal health motivation.

- In terms of the 5 market segments in the 16 – 25 age range and where participation is above national average rate for adults, plus sport and physical activity is an important life style choice, the total population in Waveney across these segments is 17,186 and which is 18.3% of the total market segmentation population but only 3.6% per segment. In short Waveney has a low population in the age bands which participate most in sport and physical activity.

4.12 A potted profile for the top eight market segments in population numbers in Waveney is set out in Table 4.2 below. This includes their population numbers, the sports and activities which most appeal to them (this does not mean they do them all), their motivations for participation, barriers and ways to increase participation. The segments are in order of their number and not population totals.

Table 4.2: Profile of all market segments with highest population Waveney District 2012

Segment Number	Total and (% of adult population in Waveney	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
06	5,652 6%	Tim Settling Down Males	Male 26-45 Single / married May have children Professional	Cricket, Cycling, Squash, Skiing, Golf,	Improve performance Keep fit Social	Time	More free time Help with childcare	Very active type 25-30% zero days
08	5,279 5.6%	Jackie Middle England Mums	Female 36-45 Married Part time skilled worker, housewife Children	Swimming, Dance Exercise, Body Pump, Aqua Aerobics	Taking children Losing weight	Time Cost Lack of interest	Help with childcare Cheaper admissions	Average 45-50% zero days
09	5,221 5.6%	Kev Pub League Team Mates	Male 36-45 Single / married May have children Vocational	Football, Darts, Snooker, Weights, Fishing, Pool, Ten Pin Bowling,	Competition Social Enjoyment (Itd) Perform	Time Slight cost factor	More free time Cost Facilities	Less active within group B Approx. 50% zero days
11	8,063 8.6%	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
12	5,703 6.1%	Elaine Empty Nest Career Ladies	Female 46-55 Married Professional Children left home	Swimming, Walking, Aqua Aerobics, 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	8,961 9.6%	Roger and Joy Early Retirement Couples	Male / female 56-65 Retired or part- time	Swimming, Walking, Bowls, Sailing, 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

Segment Number	Total and (% of adult population in Waveney	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
18	6,277 6.7%	Frank Twilight Year Gents	Male 66+ Married / single Retired	Bowls, Golf, , Snooker, Walking, Fishing	Social Enjoyment	Poor health	Improved transport Cheaper admission	Medium participation for group D 75-80% zero days
19	11,136 11.9%	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

4.13 This ends the reporting on the participation and non-participation profile of adults in Waveney District. The key findings have been carried forward into the Strategy document. The purpose of this appendix is to provide a free standing reference report on the features of participation, non-participation of Waveney District's population, plus setting out the findings on the health profile of the population and the costs of non-participation.

Table 4.3: Profile of all 19 market segments Waveney 2012

Segment	Total and (% of adult population in North Norfolk	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
01	3,306 3.5%	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	4,476 4.8%	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	2,617 2.8%	Chloe Fitness Class Friends	Female 18-25 Single Graduate Professional	Body combat, Netball, Pilates, Running, Aqua Aerobics, Tennis, Gym, Swimming	Weight Fitness	Time	Cost Opening Hours Facilities People to go with	Active type 30-35% zero days

Segment	Total and (% of adult population in North Norfolk	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
04	3,496 3.7%	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	3,291 3.5%	Helena Career Focused Females	Female 26-35 Single Full time professional	Gym, Road Running, Dance Exercise, Horse Riding, Skiing, Tai chi, 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
06	5,652 6%	Tim Settling Down Males	Male 26-45 Single / married May have children Professional	Cricket, Cycling, Squash, Skiing, Golf,	Improve performance Keep fit Social	Time	More free time Help with childcare	Very active type 25-30% zero days
07	2,850 3%	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	5,279 5.6%	Jackie Middle England Mums	Female 36-45 Married Part time skilled worker, housewife Children	Swimming, Dance Exercise, Body Pump, Aqua Aerobics	Taking children Losing weight	Time Cost Lack of interest	Help with childcare Cheaper admissions	Average 45-50% zero days
09	5,221 5.6%	Kev Pub League Team Mates	Male 36-45 Single / married May have children Vocational	Football, Darts, Snooker, Weights, Fishing, Pool, Ten Pin Bowling,	Competition Social Enjoyment (Ltd) Perform	Time Slight cost factor	More free time Cost Facilities	Less active within group B Approx. 50% zero days
10	3,049 3.3%	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	8,063 8.6%	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	Total and (% of adult population in North Norfolk)	Forename & brief description	Gender/age/status	Sports Most Interested in	Motivations	Barriers	How to Increase Participation	Participation Profile
12	5,703 6.1%	Elaine Empty Nest Career Ladies	Female 46-55 Married Professional Children left home	Swimming, Walking, Aqua Aerobics, 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	8,961 9.6%	Roger and Joy Early Retirement Couples	Male / female 56-65 Retired or part-time	Swimming, Walking, Bowls, Sailing, 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	4,789 4.1%	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	4,182 4.5%	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	2,417 2.6%	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	3,019 3.2%	Ralph and Phyllis Comfortable Retired Couples	Male / female 65+ Married Retired	Bowls, Golf, Tennis, Table tennis, Snooker, Walking, Fishing, Swimming	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	6,277 6.7%	Frank Twilight Year Gents	Male 66+ Married / single Retired	Bowls, Golf, , Snooker, Walking, Fishing	Social Enjoyment	Poor health	Improved transport Cheaper admission	Medium participation for group D 75-80% zero days
19	11,136 11.9%	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

4.14 The findings set out in this appendix for the sports and physical activity profile for Waveney District are developed in both the audit and assessment for each facility type and in the strategy itself.