

## Active People Survey Headline Results

### WEST MIDLANDS REGION

#### Participation

- 19.3% of the adult population (829,217) take part regularly in sport and active recreation – the national average is 21%.
- Over two fifths (42.3%) of 16 – 19 years olds in the West Midlands take part in regular moderate intensity sport and active recreation.
- 53.8% of adults (2,311,695) have not taken part in any moderate intensity sport and active recreation of 30 minutes duration in the last 4 weeks – the national average is 50.6%.
- Regular participation in sport and active recreation varies across different socio-demographic groups:
  - Males - 22.2%; Females - 16.6%.
  - People with a limiting longstanding illness or disability - 7.9%; those without - 21.6%
  - Black and other ethnic minority groups - 16.5%; the white population - 19.6%.
  - Lowest socio-economic groups - 14.7%; highest socio-economic group - 23.8%.
- Regular participation ranged from a high of 25.6% in Stafford to a low of 14.9% in Sandwell.

#### Volunteering

- 4.7% of the adult population (202,358) contribute at least one hour a week volunteering to sport - national average is 4.7%.
- Volunteering levels ranged from 7.1% in North Shropshire to 3.0% in Sandwell.

#### Club membership, receiving tuition, taken part in organised competition

- 23.5% of the adult population are members of a club where they take part in sport – the national average is 25.1%.
- 16.4% of adults have received tuition from an instructor or coach over the last 12 months – the national average is 18%.
- 13.9% of adults have taken part in organised competitive sport in the last 12 months – the national average is 15%.

#### Satisfaction with sports provision in the local area

- 69.1% of adults are fairly or very satisfied with sports provision in their local area - national average is 69.5%.

## West Midlands Region

Levels of regular participation in moderate intensity sport and active recreation

Local Authority	Regular participation (3 days a week 30 mins moderate intensity)	Volunteering to support sport (at least 1 hour a week)	Local Authority	Regular participation (3 days a week 30 mins moderate intensity)	Volunteering to support sport (at least 1 hour a week)
Stafford	25.6	6.2	Staffordshire Moorlands	20.4	4.4
Warwick	25.2	6.0	Oswestry	20.1	6.3
Stratford-on-Avon	24.4	5.8	Wyre Forest	20.1	5.1
Shrewsbury & Atcham	24.2	6.9	South Shropshire	20.0	5.4
Malvern Hills	23.3	6.3	Newcastle-under-Lyme	19.7	3.7
Worcester	23.0	5.5	Tamworth	19.0	4.7
East Staffordshire	22.8	5.2	Redditch	19.0	4.2
Bridgnorth	22.8	5.9	Nuneaton & Bedworth	18.9	5.1
Lichfield	22.4	4.8	Coventry	18.7	3.6
Bromsgrove	22.2	4.9	Birmingham	17.1	3.9
Herefordshire UA	22.0	5.0	Dudley	16.7	5.6
North Warwickshire	21.8	5.4	Wolverhampton	16.1	4.8
Rugby	21.7	6.3	Walsall	16.1	3.1
Wychavon	21.5	5.8	Stoke-on-Trent UA	15.8	4.1
Cannock Chase	21.2	4.4	Sandwell	14.9	3.0
North Shropshire	21.1	7.1			
South Staffordshire	20.7	4.6			
Telford & Wrekin UA	20.6	5.7			
Solihull	20.4	5.5			

	Bottom 25 Percent
	Middle 50 Percent
	Top 25 Percent

**Note:** The colour codes indicated above highlight how the results of each Local Authority area compares to the national results. Green represents the top 25% nationally; yellow represents the middle 50% nationally; and red represents the bottom 25% nationally.

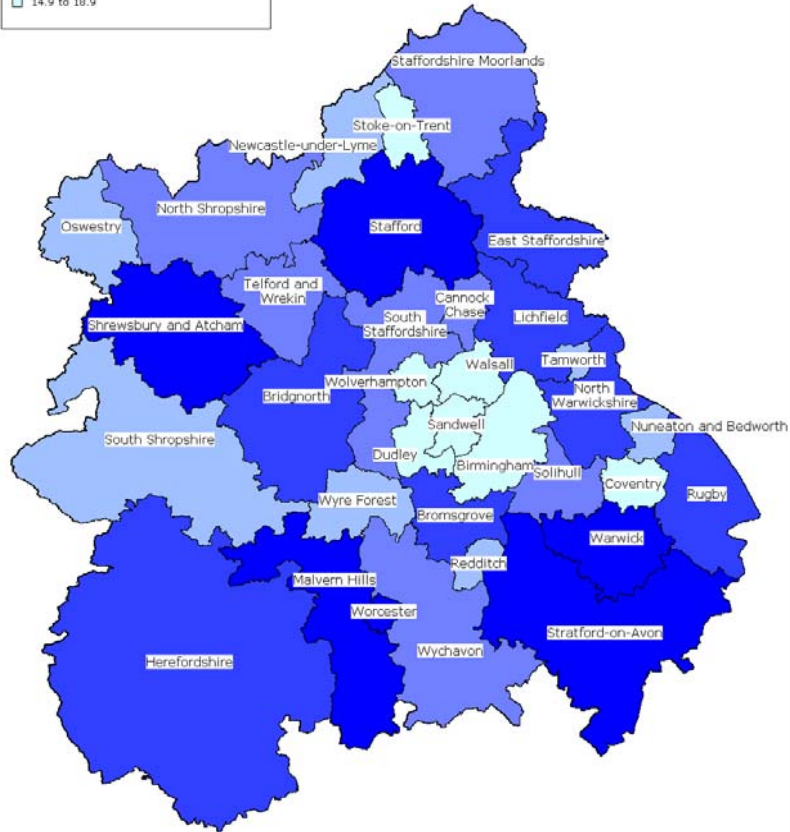
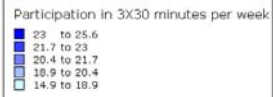
## County Sports Partnerships

	Participation Rate (%)	Volunteering Rate (%)
Herefordshire and Worcestershire	21.6	5.2
Shropshire and Telford & Wrekin	21.6	6.2
Greater Warwickshire	21.1	5.1
Staffordshire and Stoke-on-Trent	20.3	4.6
Birmingham	17.1	3.9
Black Country	16.0	4.1

## Counties

	Participation Rate (%)	Volunteering Rate (%)
<b>Warwickshire</b>	<b>22.6</b>	<b>5.7</b>
<b>Shropshire</b>	<b>22.1</b>	<b>6.5</b>
<b>Staffordshire</b>	<b>21.6</b>	<b>4.8</b>
<b>Worcestershire</b>	<b>21.5</b>	<b>5.3</b>

**Active People 2006 - Full Year Results**  
**Participation in 3 X 30 minutes of Sport and Active Recreation**  
**per week - West Midlands**



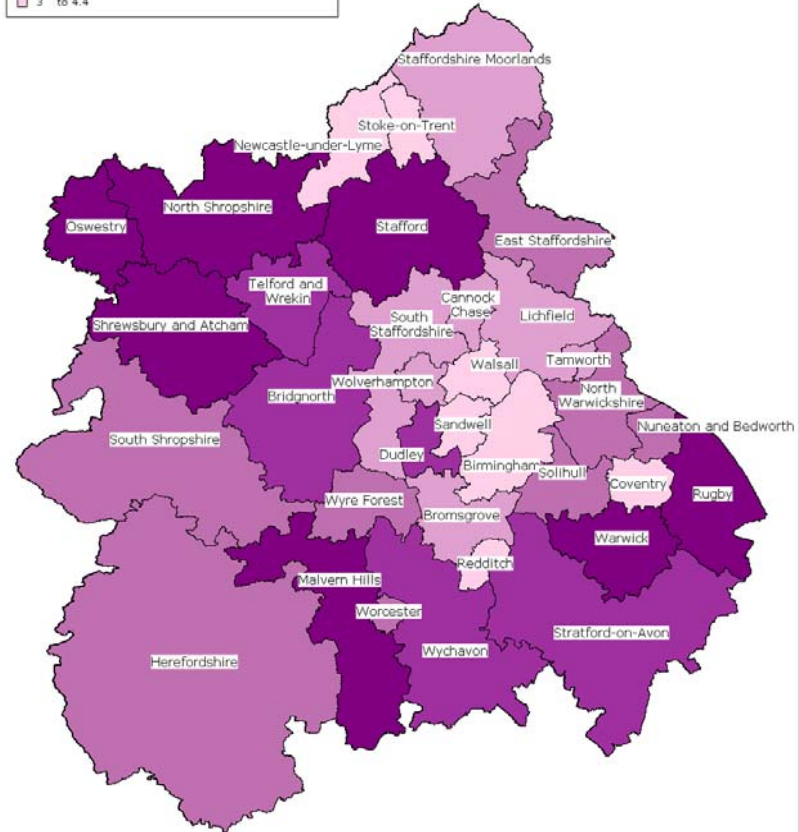
REF: 2015 / RD

**Black Country**  
**Observatory**

**Black Country** See it in colour

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**Active People 2006 - Full Year Results**  
**Volunteering in sport for at least 1 hour per week - West Midlands**



REF: 2016 / RD

**Black Country**  
**Observatory**

**Black Country** See it in colour

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## Notes

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<sup>i</sup> The Active People Survey was carried out by Ipsos MORI on behalf of Sport England. It is the largest sport and recreation survey ever undertaken. In total 364,501 people were interviewed (a minimum of 1,000 in each local authority area and a minimum of 4,000 for each county sports partnership) by telephone across England between the period mid October 2005 to mid October 2006. The sample was random stratified and the results are representative of the total adult population in England, the English regions and local authorities in England.

<sup>ii</sup> Regular participation in sport and recreation is defined as taking part on at least 3 days a week in moderate intensity sport and active recreation for at least 30 minutes continuously in any one session. Participation includes recreational walking and cycling. Over 250 different sports and recreational activities were counted in the survey. Moderate intensity is defined by having walked at a brisk or fast pace and for sports having raised the breathing rate.

<sup>iii</sup> Disability is defined in terms of: 'do you have a longstanding illness, disability or infirmity? By longstanding I mean anything that has troubled you over a long period of time or that is likely to affect you over a period of time.'

<sup>iv</sup> NS-SEC is the National Statistics Socio-economic Classification. It is derived by combining information on occupation and employment status. Employment status is created by combining data on whether an individual is an employer, self-employed or an employee, size of organisation (where collected) and supervisory status.

<sup>v</sup> Club membership is defined in terms of 'being a member of a club particularly so that you can participate in sport or recreational activity in the last 4 weeks'.

<sup>vi</sup> Receiving tuition is defined as: 'having received tuition from an instructor or coach to improve your performance in any sport or recreational activity in the last 12 months'.

<sup>vii</sup> Taken part in organised competition is defined as: having taken part in any organised competition in any sport or recreational activity in the last 12 months'.