

## **OXFORDSHIRE SPORTS PARTNERSHIP HAS HIGHEST INCREASE IN PARTICIPATION IN SPORT AND ACTIVE RECREATION IN ENGLAND!**

Oxfordshire has the highest increase in participation out of all Counties in England, and is the highest in the South East too. An additional 20,000 more adults\* (a 3.5% rise in the number of adults) are taking part in sport and active recreation in Oxfordshire since the first Active People Survey 2005/2006.

The results of Sport England's second The Active People Survey 2007/2008 have revealed a significant increase of 3.5% from 23.2% to 26.7% since 2005 of the number of adults in Oxfordshire, participating in 30 minutes of moderate intensity sport or active recreation three times a week,

Nationally, there has been an increase in participation from 2005/06. The 2007/08 results show an additional 283,800 more adults taking part in sport and active recreation across England which is a significant increase from 21.0% to 21.3%.

The Oxfordshire Sports Partnership aims to get more adults taking part in 30 minutes of sport or active recreation on 3 or more days of the week, following decades of no increase in participation nationally. The Partnership was launched in 2005 and is made up of the five Local Authorities, the Oxfordshire Primary Care Trust, National Governing Bodies of Sport, Leisure Contractors, School Sport Partnerships, and a core team, who all have the shared vision of

***'Everyone in Oxfordshire enjoying a more active lifestyle and achieving personal success through sport'.***

Sport England's Chief Executive, Jennie Price, said:

*"These figures provide Sport England, and County Sports Partnerships with a clear starting point on our journey to get one million people playing more sport by 2012.*

*"The results show we are heading in the right direction, but also highlight some of the challenges we face – such as tackling the gender gap - as we build momentum for community sport in the run-up to London 2012."*

Chris Freeman, Managing Director of the Oxfordshire Sports Partnership, said:

*"I am thrilled with the results for Oxfordshire. It is proof that participation in sport and active recreation is definitely moving in the right direction and that working in partnership and aligning plans and coordinating resources seems to be having a very positive impact."*

**Successes that have contributed to the increase since 2005 include:**

- Oxfordshire's first ever Strategy for Sport and Active Recreation: Our Sporting Future
- Partners aligning their plans with the Oxfordshire Sports Partnership strategy to contribute to an increase in adult participation
- Inclusion of Sport within the Local Area Agreement for Oxfordshire
- The establishment of Community Sport Networks or mini partnerships in each of Oxfordshire's five districts
- The launch of the Half Hour Health Campaign with the Primary Care Trust, promoting the benefits of taking part in sport and active recreation for 30 minutes on 5 or more days a week
- Increased coaching provision across the county with over 200,000 attendances on the Community Sports Coach Scheme
- Funding for a range of adult participation projects through the Oxfordshire Sports Partnership's Development Fund

**- Ends -**

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**Notes to editors:**

\* Adults are classed as those over the age of 16 years and all statistics relate to England only.

**Background to Active People Survey**

Active People Survey 2 carried out by Ipsos MORI on behalf of Sport England following the success of the first Active People Survey two years ago. It has provided

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Sport England with a baseline of participation\*\* and helped establish a strong understanding of participation in sport and active recreation - nationally, regionally and locally.

- Conducted between Oct 2007 and Oct 2008
- Interviewed 191, 000 adults by telephone (age 16 and over) in England,
- a minimum of 500 adults in every local authority.
  
- 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.

The Active People Survey will be conducted again in 2011/12. The survey results will give an accurate indication over time of how sporty our nation is, and provide an opportunity to highlight the impact of inactivity on health, for the individual and the nation and launch a call to action, encouraging more people to get active through sport. The survey is also a platform for all partners to highlight the role that sport and active recreation can play as part of the drive to combat obesity and improve health.

\*\*Participation (3x30): the percentage of the adult population participating in at least 30 minutes of sport and active recreation (including walking and cycling) of at least moderate intensity on at least 3 days a week.

***The Oxfordshire Sports Partnership is the voice for sport and active recreation in Oxfordshire. To find out more visit [www.oxfordshiresport.org](http://www.oxfordshiresport.org)***