



Sport England Active Lives Survey

Children and Young People: A picture of
Staffordshire and Stoke-on-Trent

Academic Year 2017/18

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What is the Children & Young People Active Lives Survey?

Active Lives is a data-set collected by Sport England to measure the sport and physical activity levels and trends across the country.

The survey is the most comprehensive insight into how children in England are taking part in sport and physical activity both in and out of school drawing on the views of 130,000 children and young people.

The data gives anyone working with children aged 5-16 key insight to help understand children's attitudes and behaviours around sport and physical activity.

How Active Lives is calculated for children and young people?

The survey covered measures of children's activity levels, attitudes to sport and physical activity, swimming proficiency, wellbeing, self-efficacy and levels of social trust.

The estimates are based on activities such as walking, cycling, fitness, sporting activities, riding a scooter, active play and informal activities.

Dependant on the amount of moderate or vigorous activity being done, children and young people's activity levels have been measured by:

- **Active every day** – Doing 60 minutes or more every day
- **Active across the week** – Doing an average of 60 minutes or more a day across the week
- **Fairly active** – Doing an average of 30-59 minutes a day across the week
- **Less active** – Doing less than an average of 30 minutes a day across the week

Our process in Staffordshire and Stoke-on-Trent

SASSOT is the responsible agency for collecting the data for Active Lives Children and Young People

Throughout the 2017/18 academic year, we gained responses from **3918** children and **57** schools across the county

The data has been collected by Sport England and produced as data-sets that been released into the public domain.

We have analysed, comprised and compared the data at a district level to give a clear snap-shot for activity levels of our Staffordshire and Stoke-on-Trent children and young people!

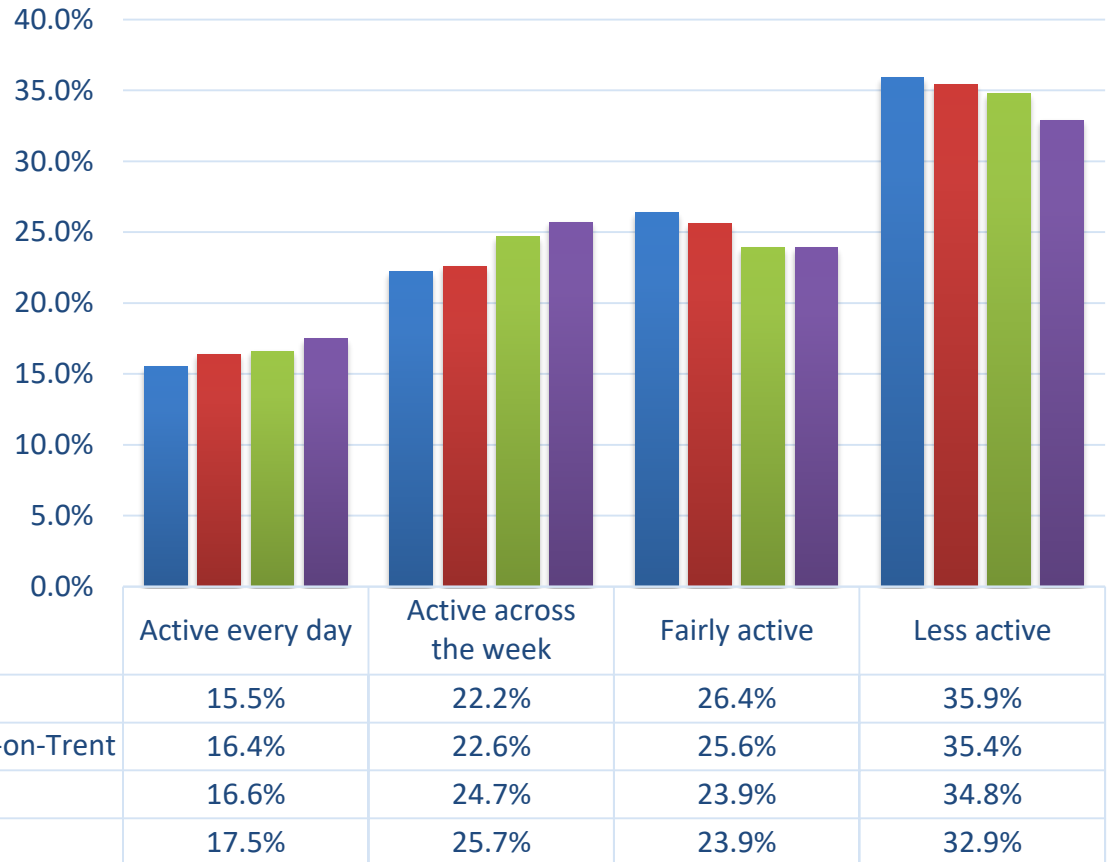
Jump to an area!

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Staffordshire

Key Considerations

- As a county, young people in the Staffordshire County are considered less active (15.5%) than the national average of 17.5%.
- Staffordshire is also the 2nd most inactive county in the Midlands (Birmingham is most inactive)
- Higher than average excess-weight in children, self-harm admissions and juvenile re-offending [4] across the county may have played a significant factor in such results.

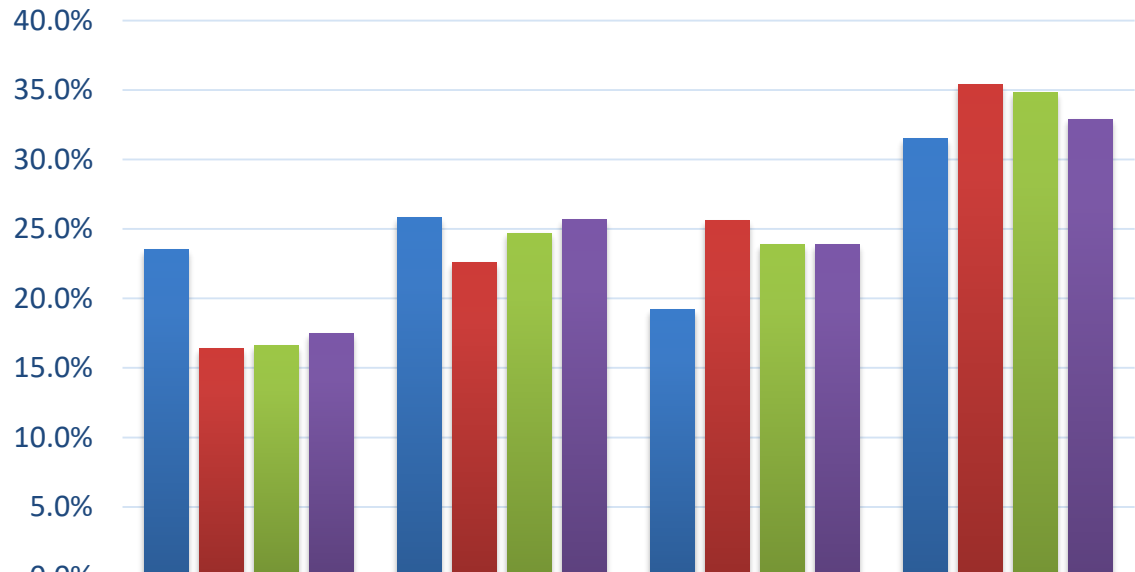


■ Staffordshire
 ■ Staffordshire and Stoke-on-Trent
 ■ West Midlands
 ■ England

Stoke-on-Trent

Key Considerations

- Stoke-on-Trent data indicates a high level of regular physical activity levels with 23.5% active every day, 12.6% higher than the least active.
- However, child poverty, excess weight and anti-social behaviour/crime levels are significantly high in Stoke-on-Trent [4]; thus, indicating a possible connection to sport and physical activity levels.



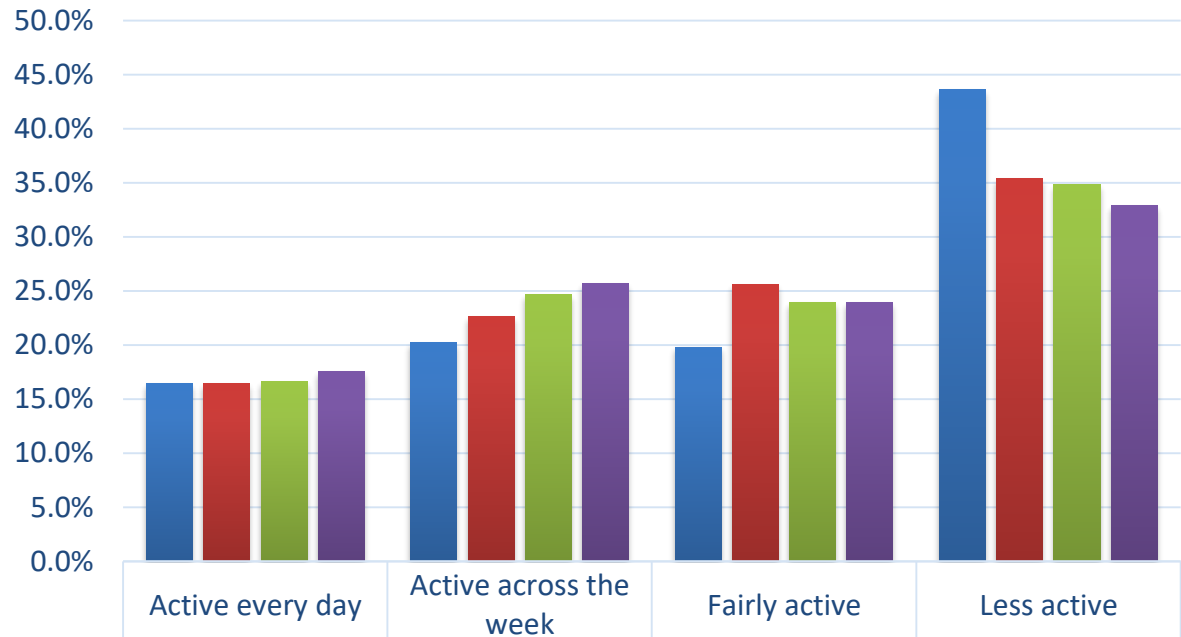
	Active every day	Active across the week	Fairly active	Less active
■ Stoke-on-Trent	23.5%	25.8%	19.2%	31.5%
■ Staffordshire and Stoke-on-Trent	16.4%	22.6%	25.6%	35.4%
■ West Midlands	16.6%	24.7%	23.9%	34.8%
■ England	17.5%	25.7%	23.9%	32.9%

■ Stoke-on-Trent ■ Staffordshire and Stoke-on-Trent ■ West Midlands ■ England

Cannock Chase

Key Considerations

- Inactivity levels in Cannock are considerably higher than county, regional and national averages (8.2% higher than county).
- Factors and influences such as anti-social behaviour, high-rates of pupil absences and increased levels of deprivation and financial stress [4] could demonstrate a connection to the inactivity levels in Cannock.



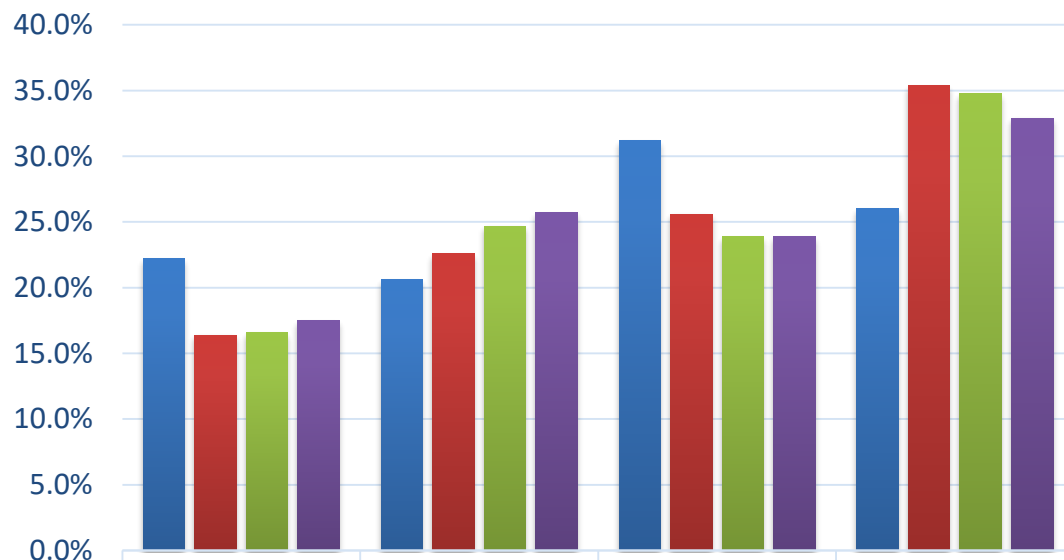
	Active every day	Active across the week	Fairly active	Less active
■ Cannock Chase	16.4%	20.2%	19.8%	43.6%
■ Staffordshire and Stoke-on-Trent	16.4%	22.6%	25.6%	35.4%
■ West Midlands	16.6%	24.7%	23.9%	34.8%
■ England	17.5%	25.7%	23.9%	32.9%

■ Cannock Chase ■ Staffordshire and Stoke-on-Trent ■ West Midlands ■ England

East Staffordshire

Key Considerations

- East Staffs is demonstrates higher than average physical activity levels; 5.8% above the county average of 16.4%.
- Holding potentially significant value in lowering excess weight in young people [4], the increasing activity levels amongst children and young people in the district indicates this trend as a significant benefactor to alleviating such concerns.



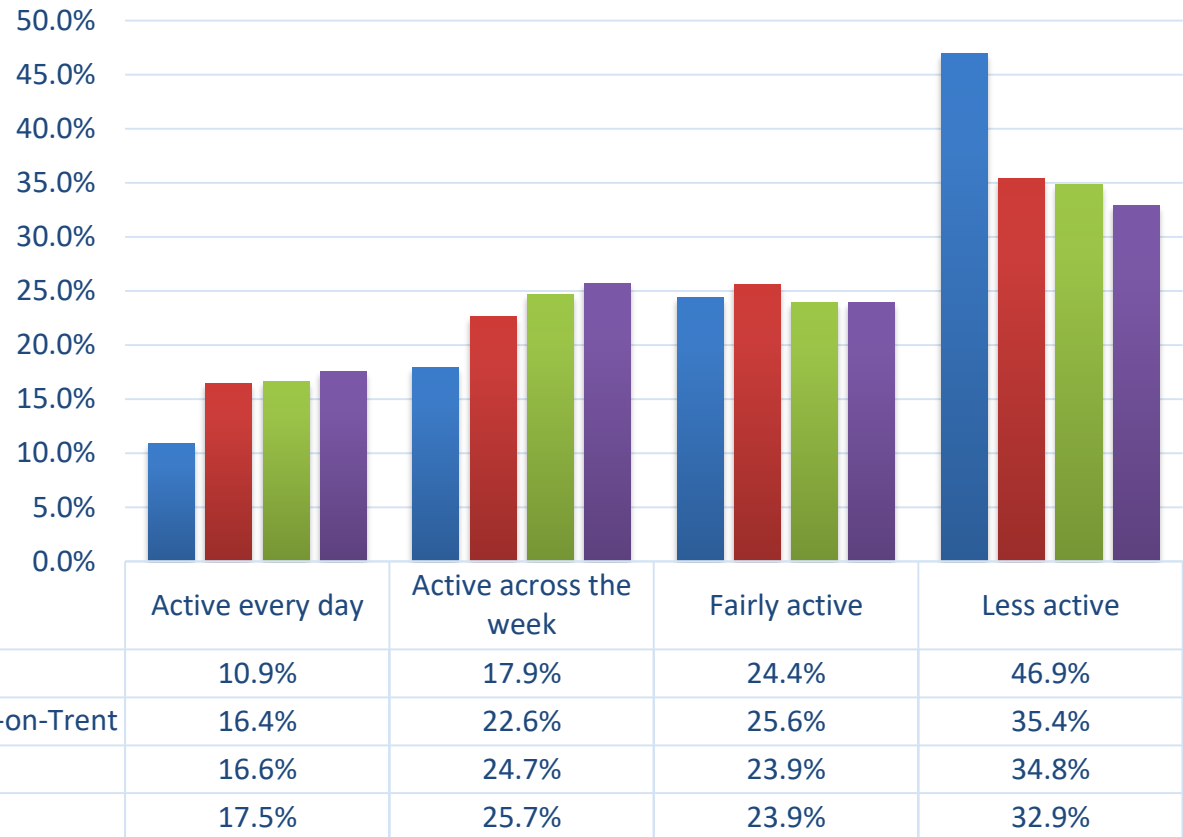
	Active every day	Active across the week	Fairly active	Less active
■ East Staffordshire	22.2%	20.6%	31.2%	26.0%
■ Staffordshire and Stoke-on-Trent	16.4%	22.6%	25.6%	35.4%
■ West Midlands	16.6%	24.7%	23.9%	34.8%
■ England	17.5%	25.7%	23.9%	32.9%

■ East Staffordshire ■ Staffordshire and Stoke-on-Trent ■ West Midlands ■ England

Lichfield

Key Considerations

- Amongst children and young people, Lichfield data demonstrates higher than average inactivity levels; 14% higher than the national average of 32.9%.
- Distinct levels of youth-related crime and anti-social behaviour remain prevalent in the district [4] which may be seen as significant influences over physical activity within the district.

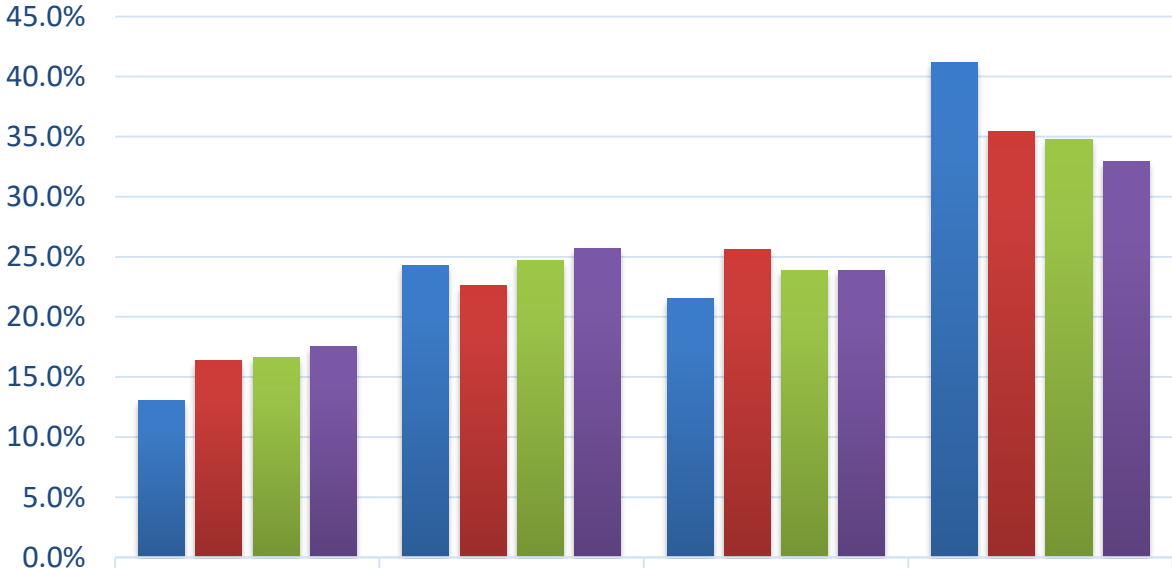


■ Lichfield ■ Staffordshire and Stoke-on-Trent ■ West Midlands ■ England

Newcastle-under-Lyme

Key Considerations

- The inactivity levels in Newcastle is considerably higher than the county, regional and national averages (5.8% higher than county).
- Anti-social behaviour, youth re-offending levels and low-socioeconomic prevalence may be considered influencing factors towards this [4].



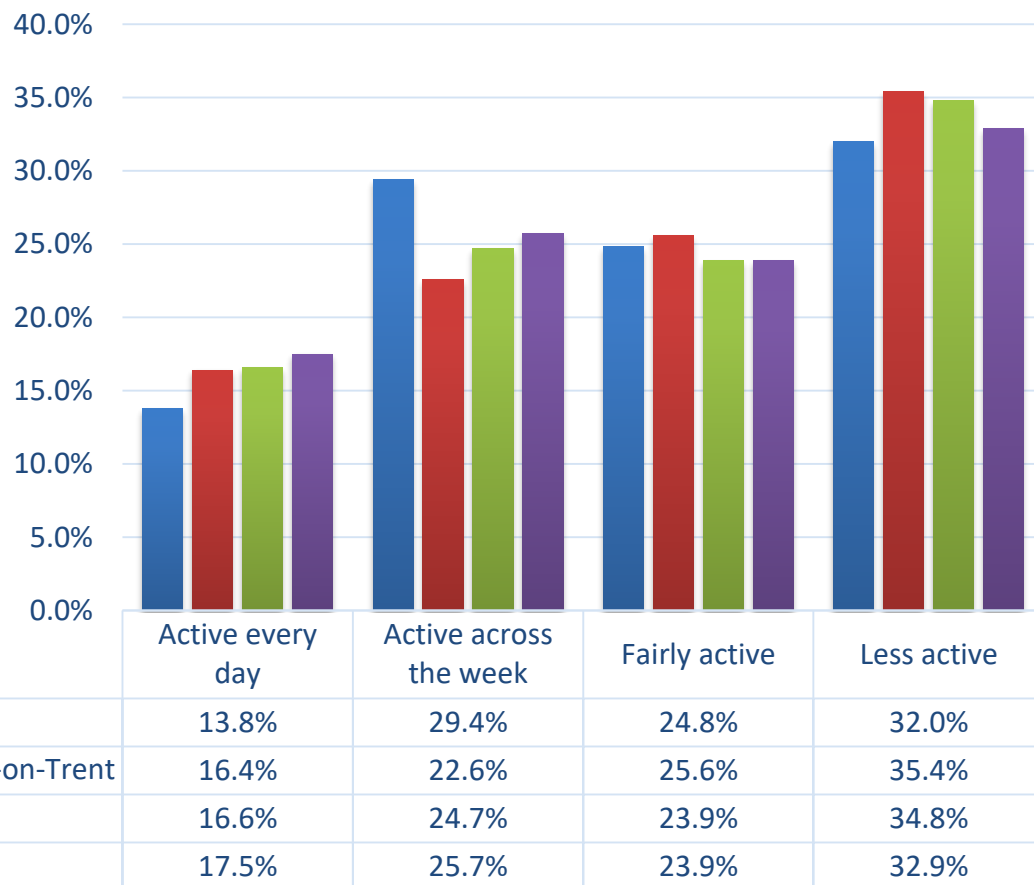
	Active every day	Active across the week	Fairly active	Less active
■ Newcastle-under-Lyme	13.0%	24.3%	21.5%	41.2%
■ Staffordshire and Stoke-on-Trent	16.4%	22.6%	25.6%	35.4%
■ West Midlands	16.6%	24.7%	23.9%	34.8%
■ England	17.5%	25.7%	23.9%	32.9%

■ Newcastle-under-Lyme ■ Staffordshire and Stoke-on-Trent ■ West Midlands ■ England

South Staffordshire

Key Considerations

- South Staffordshire data shows predominantly higher than average activity levels and, whilst there is a lower prevalence of children who are active every day, the number of young people who are active throughout the week is considerably higher.
- Despite an evident concern of rural isolation [3], ease-of-access, higher socioeconomic activity and stronger local relationships than national average indicates potential factors to this increase [2].

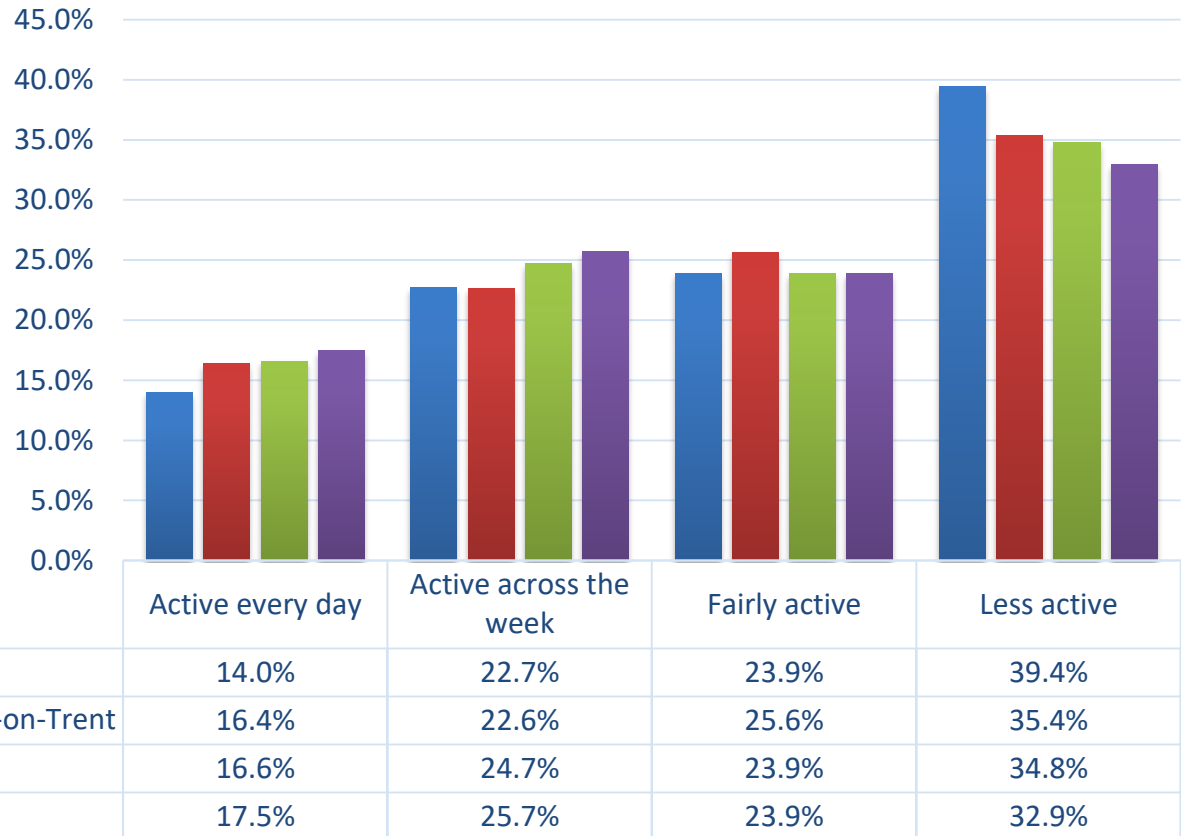


■ South Staffordshire ■ Staffordshire and Stoke-on-Trent ■ West Midlands ■ England

Stafford

Key Considerations

- As a district, Stafford is relatively similar to the national averages in terms of physical activity levels of children and young people (Fairly active levels same as West Midlands and England averages).
- Excess weight amongst young people is also considerably low [4] which could be deemed as a distinct benefactor to similar levels of physical activity on average.

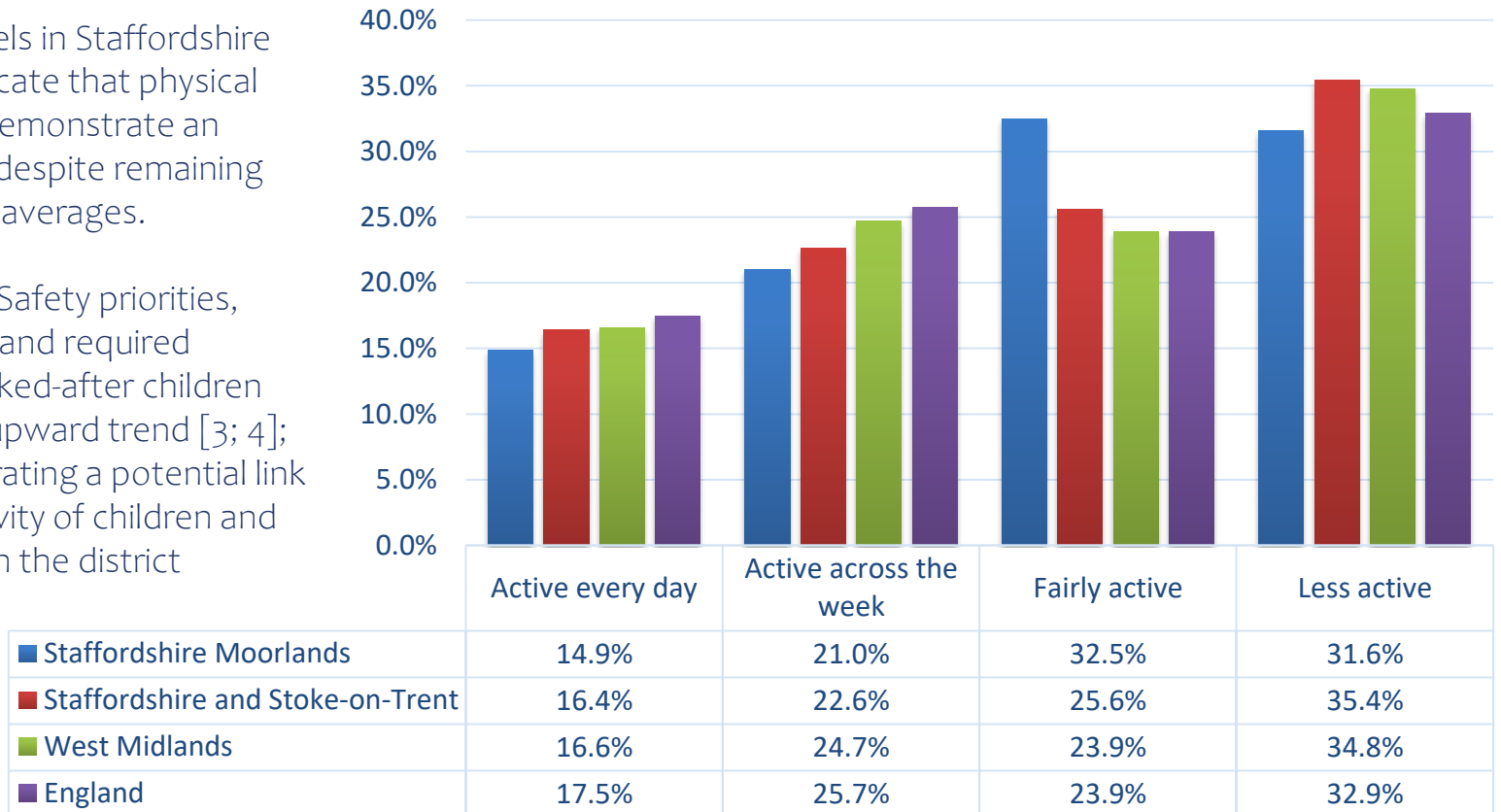


■ Stafford ■ Staffordshire and Stoke-on-Trent ■ West Midlands ■ England

Staffordshire Moorlands

Key Considerations

- The activity levels in Staffordshire Moorlands indicate that physical activity levels demonstrate an upward trend; despite remaining below national averages.
- As Community Safety priorities, youth violence and required support for looked-after children has shown an upward trend [3; 4]; thus, demonstrating a potential link to physical activity of children and young people in the district

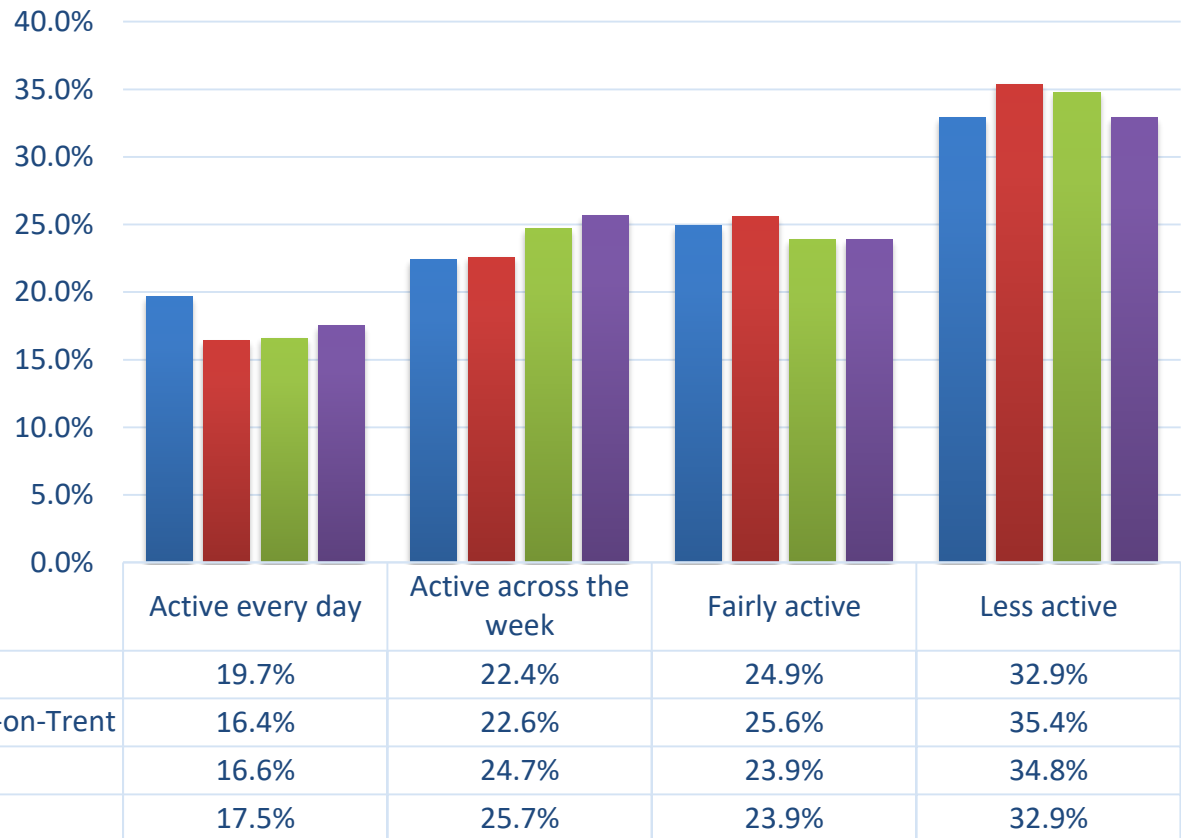


■ Staffordshire Moorlands ■ Staffordshire and Stoke-on-Trent ■ West Midlands ■ England

Tamworth

Key Considerations

- Physical activity levels in Tamworth are not too dissimilar to county, regional and national averages with more young people becoming more active every day (3.3% higher than county averages)
- However, the higher youth population rates, coupled with the heightened excess weight and obesity levels may hold significant links to physical inactivity levels in Tamworth. [2; 4]



■ Tamworth ■ Staffordshire and Stoke-on-Trent ■ West Midlands ■ England

Attitudinal Data

In March 2019, Sport England published data on the attitudes of children and young people.

This nationally-focused data comprises of 5 main domains (see right) and examines deeper into how attitudes affects children and young people's activity levels, mental wellbeing, resilience and levels of social trust.



Attitudinal Data

The report conducted by Sport England had 5 key findings:

THE REPORT HAS FIVE KEY FINDINGS:

1

Physically literate children and young people are more likely to be active

Physical literacy has five elements – enjoyment, confidence, competence, understanding and knowledge. The more elements present, the more active a child or young person is likely to be.

2

Enjoyment is the biggest driver of activity

While all of the reported attitudes make a difference, enjoying sport and physical activity makes the biggest difference to activity levels.

3

Physically literate children and young people are happier, more resilient and more trusting of other children and young people

The more elements of physical literacy present, the higher the levels of happiness, resilience and social trust.

4

Physical literacy declines with age

As children and young people grow older, they report lower levels of enjoyment, confidence, competence and understanding.

5

There are important inequalities that must be tackled

Girls and those from less affluent families are less likely to enjoy being active.

Attitudinal Data

For more information on local attitudinal data, related to Staffordshire and Stoke-on-Trent

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Further information

We would love to discuss how the Active Lives data can support your initiatives & strategies!

Please contact a member of the SASSOT team who will be able to answer all your questions:

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References

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2. Local Insight Tool (Sport England, 2019)
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3. Community Safety Strategic Assessments (Staffordshire Observatory, 2018)
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4. Locality Data Packs (Staffordshire Observatory, 2018)
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