

# Annual Report

Presented by: Julie Amies

Date: 18 September 2017





# A new brand and a new home



## Our vision

To beat inactivity!

## Our mission

To change lives through physical activity and sport, inspiring people to adopt active lifestyles to make our communities happier, healthier and stronger.

## Our purpose

We strive to help people think differently; bringing partners together and creating an environment where we can foster innovation and influence a positive behaviour change.



## Governance

Richard Millard – Chair of Trustees and Director at Places for People

James Starbuck – Basingstoke Sports Trust

Selina Russell – Director at Cheeky Rascals

Jon Monkcom – Chairman of the Wessex Group

Claire Beasley - Managing Director, Court & Spark Consulting

Jan Halliday - Director, Birdsong Communications

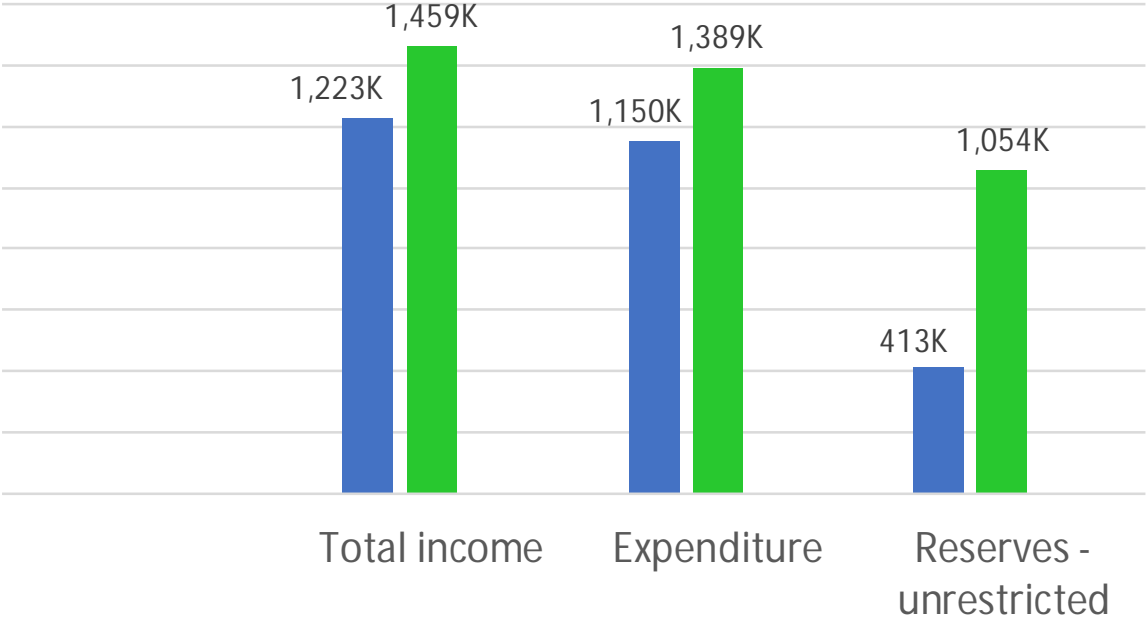
Dawn Tilley - Headteacher

Lucy Mediratta – HR specialist

Andrew Gibson



# Budget 2016-2017



■ Pre-transfer ■ Post transfer



# HTAS Impact

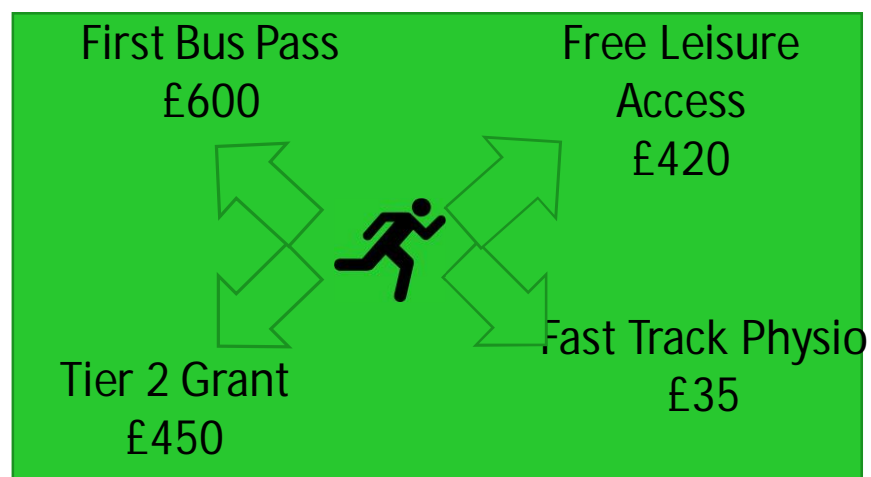
Funding Round – 200 athletes  
Non Grant Application Rounds – 55 athletes  
Athletes from 36 sports




HTAS Budget Total	
<b>£46,100</b>	
Grants	Physiotherapy, Assembly Visits, Sport Science Workshops
£36,880	£9,220



# HTAS Non Grant Value

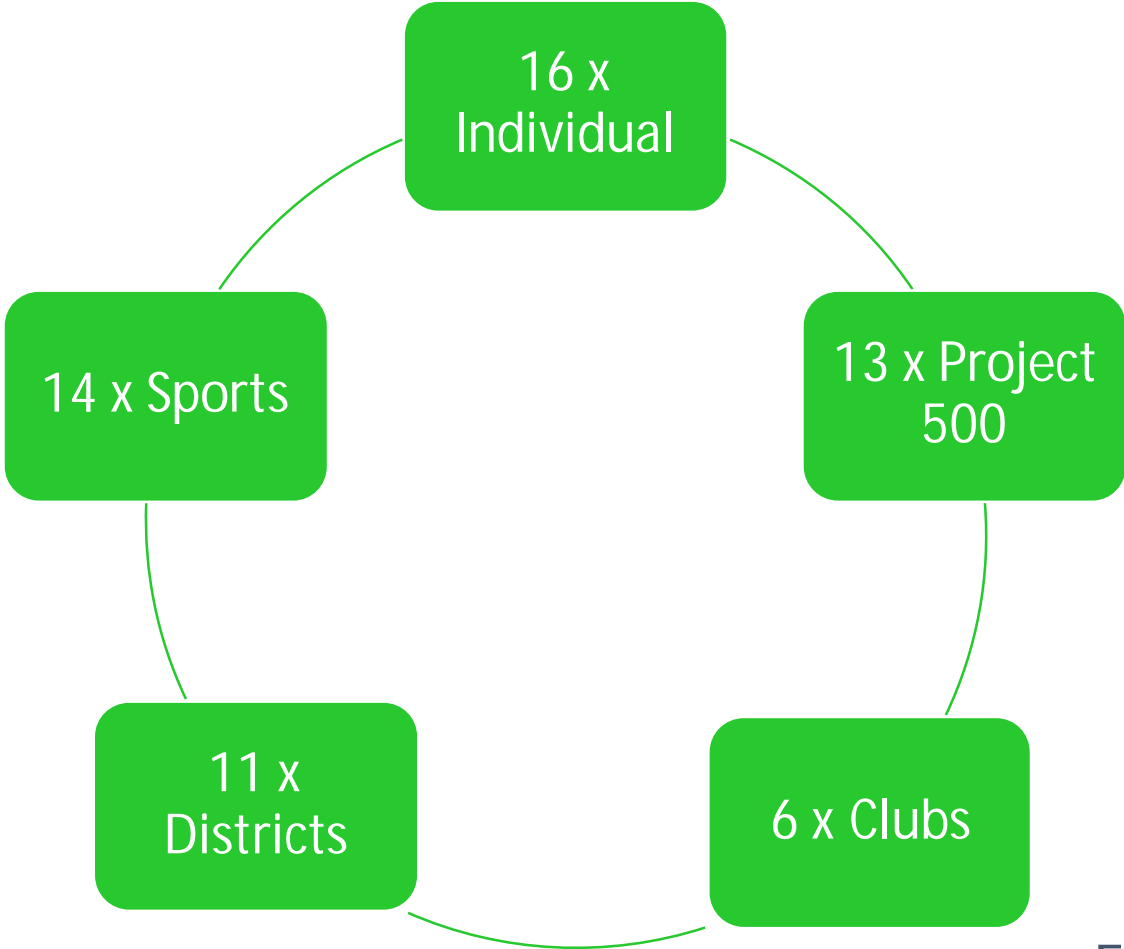


Non Grant Support	Number of athletes	Value
Free Leisure Access	135	£57,078.00
First Bus Pass	14	£8,400
<b>Total</b>		<b>£65,478.00</b>





# Coach Bursaries 2016-2017



# Developing the Hampshire Institute of Sport



# Supporting the Council and voluntary organisations

Secured Alex Danson visit to leaders event

Active ageing investment for Havant

Organised Dani King visits

Multiple projects with public health





## DCMS Strategy published in December 2015.

- Cross-government strategy
- will tackle inactivity
- a new focus on five key outcomes:
  1. physical wellbeing,
  2. mental wellbeing,
  3. individual development,
  4. social and community development
  5. economic development.



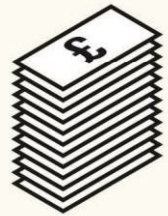
The Sport England Strategy published in May 2016 aims to tackle inactivity.

**1 in 6 deaths are caused by inactivity**



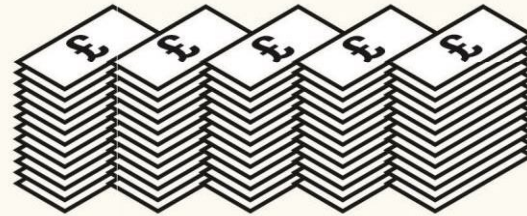
# The impact of physical inactivity - Energise Me area

## HEALTH COSTS OF PHYSICAL INACTIVITY



1 YEAR

**£27,808,197**



5 YEARS

**£139,040,985**

## DISEASE CATEGORY COST BREAKDOWN PER YEAR

<b>BREAST CANCER</b>	<b>CANCER LOWER GI</b> e.g. bowel cancer	<b>CEREBROVASCULAR DISEASE</b> e.g. stroke	<b>DIABETES</b>	<b>CORONARY HEART DISEASE</b>
<b>£1,999,329</b>	<b>£2,256,527</b>	<b>£4,609,868</b>	<b>£6,118,799</b>	<b>£12,823,674</b>

# Complex nature of inactivity

**29%** of the adult population are inactive.  
There are 3 distinct behaviours:

**7%** **Doing Nothing**  
**3.1 Million People**

(no activity at all in the last 28 days)

## DEMOGRAPHICS

Closest fit to inactive stereotype:

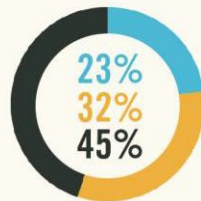
- older profile
- over half with a limiting illness / disability
- 58% female / 42% male

## BEHAVIOURS

- size of this group varies depending on the time of year (8% of the population in winter, 5% in summer)
- a high proportion cite health / disability / injury age as the main reason for doing less activity

### AGE

- 16–44
- 45–64
- 65+



DATA SOURCE: ACTIVE PEOPLE'S SURVEY (APR 2015–MAR 2016)

**3%** **Not Doing Enough**  
**1.4 Million People**

(some moderate activity but less than 30 minutes)

## DEMOGRAPHICS

Younger profile than the other inactive groups.

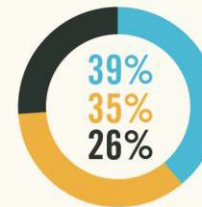
Most representative of society:

- 57% female / 43% male
- 27% have a limiting illness / disability

## BEHAVIOURS

Low levels of overall activity (even including light intensity):

- relatively low 'active' sessions in a week and a short average duration
- gardening and walking are often the main activities



**19%** **Missing the Intensity**  
**8.2 Million People**

(only light intensity in the last 28 days)

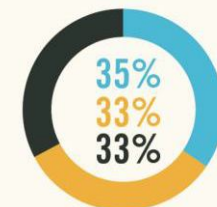
## DEMOGRAPHICS

- 58% female / 42% male
- 22% limiting illness / disability
- more even spread of ages

## BEHAVIOURS

The largest group is already quite 'active':

- on average 4.5 hours per week of usually just 1 lifestyle activity e.g. walking
- For the small number engaged in some sport, it's almost 8 hours per week of light activity



# Behaviour of different groups

**LATEST TREND POINT:** COMPARISON TO SAME GROUP IN ENGLAND

**GRADIENT:** COMPARISON OF TREND GRADIENT TO SAME GROUP IN ENGLAND

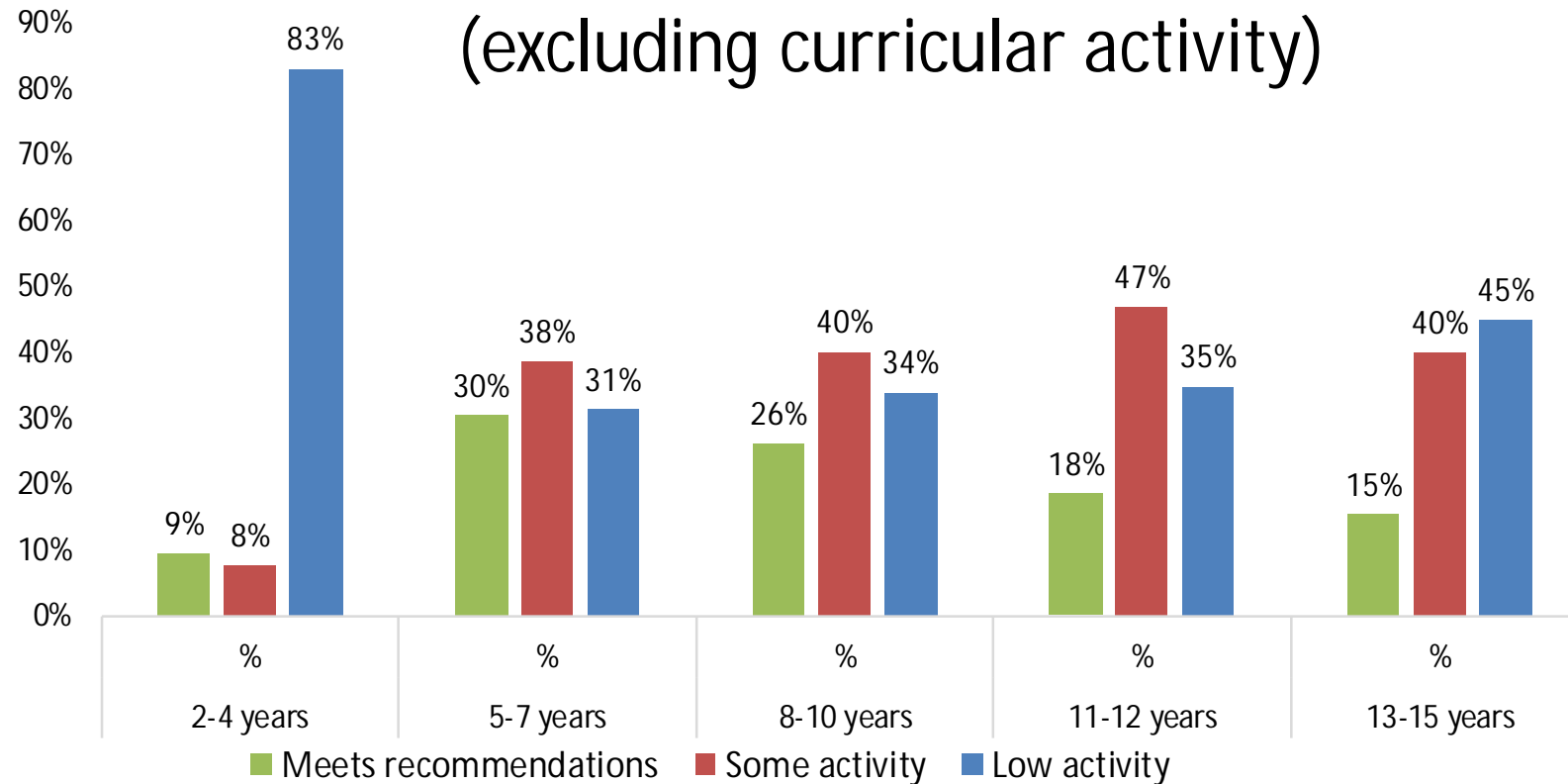
BETTER ● SAME ● WORSE ●

		GENDER		DISABILITY		SOCIAL GRADE		ETHNICITY	
		MALE	FEMALE	NO LIMITING ILLNESS OR DISABILITY*	LIMITING ILLNESS OR DISABILITY*	NS SeC 1-4	NS SeC 5-8	WHITE BRITISH	BME GROUPS
<b>POPULATION</b>		49.3%	50.7%	83.7%	16.3%	56.8%	34.2%	89.4%	10.6%
<b>INACTIVE</b>	LATEST TREND POINT	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>
	GRADIENT	<span style="color: green;">■</span>	<span style="color: red;">■</span>	<span style="color: green;">■</span>	<span style="color: red;">■</span>	<span style="color: red;">■</span>	<span style="color: green;">■</span>	<span style="color: orange;">■</span>	<span style="color: green;">■</span>
<b>ACTIVE</b>	LATEST TREND POINT	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>	<span style="color: green;">■</span>
	GRADIENT	<span style="color: green;">■</span>	<span style="color: red;">■</span>	<span style="color: green;">■</span>	<span style="color: red;">■</span>	<span style="color: orange;">■</span>	<span style="color: green;">■</span>	<span style="color: orange;">■</span>	<span style="color: green;">■</span>

\* LIMITING ILLNESS OR DISABILITY – % POPULATION FIGURE INCLUDES BOTH LIMITED A LOT AND LIMITED A LITTLE (MOST CLOSELY MATCHES SE DEFINITION)



## Percentage of Children and Young People meeting physical activity recommendations (excluding curricular activity)



Source: Health and Social Care Information Centre: Health Survey for England 2015



## Our emerging strategy

- Females - *across the adult life course and social grade*
- Those with a limiting illness or disability - *across the adult life course and social grade*
- Children and young people
- **Need to be customer focused “the people who play sport and are active or who might be in future – will be at the heart of everything we do” Jennie Price, CEO Sport England**
- Inactivity needs to be the responsibility of all services in HCC; a whole system approach



And we'll let our customers have the final word



# Any questions?

Energise Me

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ENERGISE ME