

# Local Mini Sport Profile for Barrow-in-Furness

## We all want to improve the quality of life for our communities

Evidence shows that by increasing participation in sport and physical activity we can reduce health inequalities, spur economic growth, and energise community engagement.

**17%**

of deaths are caused by inactivity. International comparison shows physical inactivity is a greater cause of death nationally than almost every other economically comparable country

**£7.4bn**

is the estimated figure that physical inactivity costs the national economy in healthcare, premature deaths and sickness absence

**£1,760 - £6,900**

can be saved in healthcare costs per person by taking part in sport

**£20.3bn**

was contributed to the English economy in 2010 through sport and sport-related activity

**29%**

increase in numeracy levels can be achieved by underachieving young people who take part in sport

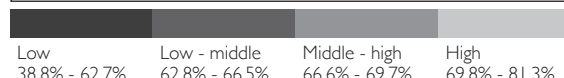
**15.8%**

is the reduction in crime and anti-social behaviour in areas where at-risk youth have participated in sport for development programmes



## How healthy is your community?

Excess weight in adults



Dataset: Active People Survey model based MSOA estimates January 2012-2013 for adults classed as overweight or obese. Contains Ordnance Survey data. © Crown copyright and database right 2016. Sport England 100033111.

**76.9** is the life expectancy of males, compared to the national average of 79.4

**81.6** is the life expectancy for females, compared to the national average of 83.1

**24.7%** of the population have a long term health problem or disability

**45** deaths are estimated to be prevented per year if 75% of the population aged 40 – 79 were engaged in the recommended levels of physical activity

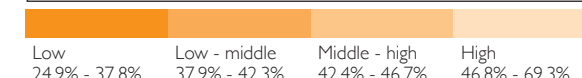
**30.0%** of adults (16+) are inactive in your community, compared to the national average of 27.7%

**£1.3m** is the estimated health costs of inactivity in your community



## How active is your community?

Adult participation in sport



Dataset: Active People Survey model based MSOA estimates 2011-12 for once a week sport participation. Contains Ordnance Survey data. © Crown copyright and database right 2016. Sport England 100033111.

**52.6%** of adults (16+) report undertaking 150 minutes of moderate intensity physical activity compared to the national average of 57.0%.

**37.1%** adults (14+) take part in sport at least once a week compared to the national average of 36.7%: that's **44.9%** of men and **29.7%** of women in your community

**24.9%** adults (16+) take part in sport and active recreation three times a week compared to the national average of 23.3%: that's **29.1%** of men and **20.8%** of women in your community

**43.7%** of adults who are inactive, want to take part in sport, demonstrating there is an opportunity to increase participation

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## How involved is your community?

- \* 34.7% of adult residents have volunteered in sport in the last month compared to the national average of 12.7%
- 34.7% take part in organised sport by belonging to a club, receiving tuition or taking part competitively, compared to 33.6% nationally
- 69.8% are satisfied with sporting provision in the area compared to 61.8% nationally

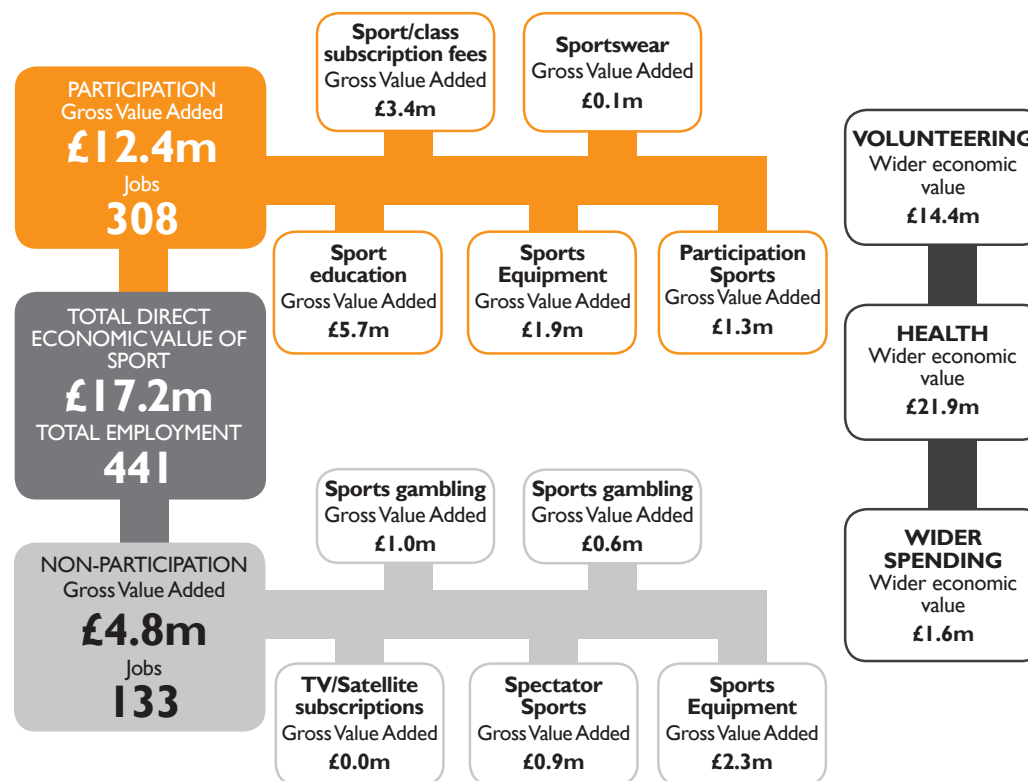
## What is the value of sport to your economy?

- £17.2m in Gross Value Added (wages and operating profits)
- £12.1m from people participating in sport
- £4.8m from wider non-participation interests
- 441 in jobs
- £14.4m represents the value that volunteering brings to the local economy
- £21.9m is the economic value of improved quality and length of life plus health care costs avoided

\* Denotes insufficient sample to report result

## Economic Value of Sport for Barrow-in-Furness

Flowchart representation of key results from snapshot



### Get in touch

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Active Cumbria, the Sport and Physical Activity Partnership is one of 45 County Sports Partnerships (CSP's) in England and is part of Cumbria County Council's Health & Wellbeing Service

## Active Cumbria's Offer

Our team is able to help you:

- Gain greater insight about people, sport and physical activity in your area.
- Demonstrate what sport and physical activity can do to contribute towards key outcomes such as health and the local economy.
- Maximise opportunities for sport and physical activity to work with commissioners of health, social care, young people's services, and community safety.
- Develop a strategic approach for sports facilities and opportunities based on need and evidence.
- Achieve efficiencies and improve the effectiveness of local services.
- Capitalise on opportunities to work with national governing bodies of sport and other strategic partners.
- Provide opportunities for your young people through national lottery funded programmes, School Games; and working with HE and FE sectors.

We also provide investment across the local sporting landscape and support partners to help engage individuals and communities in sport and physical activity participation, volunteering and watching live sport.