Partnering Local Government in Rugby

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**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>38.8%</td>
</tr>
<tr>
<td>Low - middle</td>
<td>42.8%</td>
</tr>
<tr>
<td>Middle - high</td>
<td>66.6%</td>
</tr>
<tr>
<td>High</td>
<td>69.8%</td>
</tr>
</tbody>
</table>


### How active is your community?

**Adult participation in sport**

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low</td>
<td>24.9%</td>
</tr>
<tr>
<td>Low - middle</td>
<td>37.9%</td>
</tr>
<tr>
<td>Middle - high</td>
<td>42.4%</td>
</tr>
<tr>
<td>High</td>
<td>46.8%</td>
</tr>
</tbody>
</table>


- **59.3%** of adults (16+) report undertaking 150 minutes of moderate intensity physical activity compared to the national average of 57.0%.
- **44.1%** adults (14+) take part in sport at least once a week compared to the national average of 37.0%:
  - that’s 42.9% of men and 45.3% of women in your community.
- **25.8%** adults (16+) take part in sport and active recreation three times a week compared to the national average of 23.7%:
  - that’s 27.6% of men and 24.0% of women in your community.
- **58.3%** 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?

- Of adult residents have volunteered in sport in the last month compared to the national average of 13.2%.

- Take part in organised sport by belonging to a club, receiving tuition or taking part competitively, compared to 34.7% nationally.

- Are satisfied with sporting provision in the area compared to 62.7% nationally.

What is the value of sport to your economy?

- £31.0m in Gross Value Added (wages and operating profits).
- £24.5m from people participating in sport.
- £6.5m from wider non-participation interests.
- £6.5m in jobs.
- £15.5m represents the value that volunteering brings to the local economy.
- £37.6m is the economic value of improved quality and length of life plus health care costs avoided.

Economic Value of Sport for Rugby

Flowchart representation of key results from snapshot

Participation
Gross Value Added
£24.5m
707

Total Direct Economic Value of Sport
£31.0m
TOTAL EMPLOYMENT
896

Non-Participation
Gross Value Added
£6.5m
189

Get in touch

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Your CSP website:
www.csport.org.uk

Sport England website:
http://www.sportengland.org/partnering-local-government

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Sport England’s offer

Our team of local experts, tools, and investment are available to help you:

- Gain greater insight about people and sport and physical activity in your area.
- Demonstrate what sport and physical activity can do for your council’s priorities.
- Maximise opportunities for sport and physical activity to work with commissioners of health, social care, young peoples 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 your service.
- Capitalise on opportunities to work with national governing bodies.
- Provide opportunities for your young people through Sportivate, School Games; and working with HE and FE sectors.

We also invest in county sport partnerships (CSP) to work across the local sporting landscape, supporting partners, including local authorities, to increase participation.